

THE RELATIVE INFLUENCE OF U.S. INFORMAL
AND AMERICAN COMMERCIAL MEDIA
IN WEST GERMANY

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INTRODUCTION

The study reported here is composed of three major segments.

Chapter I takes up the extent and nature of German exposure to various types of American media in Germany - whether of commercial, official, or private origin. Some of them, such as the Voice of America, the Amerika Haus program, and American newspapers and books, have been analyzed and reported separately in previous reports of the Research Staff. In the present study comparisons within a single sample afford further new lines of analysis.

In the second chapter of the report a whole series of investigations reflecting the attitudes of the respondents toward the United States are presented. Opinions of America as a nation, of various aspects of life in America and of the Americans as people are included.

The third chapter of the report contains an evaluation of the possible relationship between exposure to the media as described in Chapter I of the report and attitudes towards the United States (presented as such in Chapter II).

The Report is based on a survey conducted from April 15, 1955, to April 30, 1955. The 1269 adult respondents (18 years of age and over), selected according to the random probability method, are representative of the West German adult population.

As usual, interviewing was conducted by DIVO-Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

SUMMARY OF FINDINGS

The American media promulgated in Western Germany have considerable audience. Some of the mass media, such as American commercial movies or the VOA broadcast, reach groups representing half or more of the population.

America's policy toward Western Germany now receives majority support. In fact, trend figures reveal increasingly pro-American feeling over the past three years. Beyond this, it can be generally stated that the Germans' attitude towards the United States was found to be favorable in almost all respects.

One of the most interesting findings (in Chapter III) was the discovery that favorable attitudes toward the U.S. are more likely to be held when an individual has been exposed to another German who has been to the United States than when he has been exposed to any other type of American influence. USIS media are second in this regard, although more people are exposed to USIS media than any other type of American influence.

Attitudes toward the United States are more decisively influenced by exposure to American oriented media than by personal or environmental factors. In other words, the investigation seems to justify the assumption that opinions of America are determined more by the impression gained from media emanating pro-American information and only secondarily by such background factors as education, socio-economic status and place of residence.

I. Exposure to American Media

The extent and nature of German exposure to the various possible media of American origin including those officially designed to inform the German public of the United States are under investigation in this first part of the report. Both the spread of the various media and the characteristics of those exposed to each will be presented.

Section 1: American Commercial Media

ONE IN TEN WEST GERIANS READS AMERICAN DAILIES AND PERIODICALS...

It is hardly surprising that the bulk of the West German population does not read American dailies and periodicals. Difficulties in accessibility and the language barrier naturally limit the potential German audience for this particular source of information. Yet, the number of Germans who answer the question in the affirmative is by no means insignificant (10%); especially when we note that most of those who do so say that they read American news publications with some degree of regularity (ie: "occasionally" or "often").

"Do you read American dailies and periodicals now and then?"

	<u>West Germany</u> (1269)
Yes, often	1%
Yes, occasionally	5
Yes, but seldom, hardly ever	4
No	<u>90</u> 100%

AMERICAN BOOKS POPULAR IN WEST GERMANY...

Every fourth German claims to have read a book written by an American author. If one considers that the total book reading audience in any country usually represents only a segment of the general population, awareness of American literature in original text or in translation in Germany can be termed rather high. Its dissemination has been greatly furthered by the numerous successful German editions of American books.

"Do you read books by American authors now and then, either in English or in German translation?"

	<u>West Germany</u>
Yes	25%
No	<u>75</u> 100%

AMERICAN MOVIES SEEN BY 40% OF GERMAN POPULATION...

American movies attract a sizable audience, as four out of ten West Germans see American-made films.

"Do you go to an American movie now and then?"

	<u>West Germany</u>
Yes	41%
No	<u>59</u>
	100%

Section 2: USIS Media

The media discussed in the following section are of a special American flavor inasmuch as - beyond their U.S. origin - they are designed to inform the public of the American way of living and thinking and are in many ways tailored to the German audience.

ONE IN TEN REACHED BY USIS DOCUMENTARY FILMS...

American-made documentary films not presented in connection with regular feature films in movie houses, but rather at meetings and lectures, adult education centers, or at seminars have been seen by over one-tenth of the respondents queried.

"Have you ever seen any American-made documentary films during meetings or lectures, for instance, or at adult education centers or seminars (that is, not in connection with a regular feature film)?"

	<u>West Germany</u>
Yes	13%
No	<u>87</u>
	100%

ALMOST ONE-TENTH HAVE VISITED AMERIKA HAEUSER...

Amerika Haeuser patronage according to these recent findings amounts to 8% of the total interviewed. Most (6%) say that they have visited an Amerika Haus on one or more occasions during the past year.

"And have you ever visited an "Amerika Haus?"
(Approximately how often during the past year?)

	<u>West Germany</u>
Yes, 12 or more times	*%
Yes, 7 - 11 times	*
Yes, 4 - 6 times	1
Yes, 2 - 3 times	2
Yes, only once	3
Yes, visited a center in the past	2
No, have never visited a center	<u>92</u>
	100%

* Less than one-half of one percent.

MAJORITY OF WEST GERMANS ARE 'VOICE OF AMERICA' LISTENERS...

An important outlet for American news is the Voice of America program. Over two-fifths (41%) of West German adults listen to the VOA at least once a month. Another 13% tune in to Voice of America broadcasts less than once a month. A substantial majority of the German population therefore is reached more or less regularly by this mode of disseminating the American point of view.

"Have you ever heard the program "The Voice of America" over the radio? (How often do you usually listen to it?)"

West Germany

Yes, 4 - 6 times a week	9%
Yes, 1 - 3 times a week	12
Yes, 1 - 3 times a month	20
Yes, less than once a month	13
Yes, heard it in the past	13
No, have never heard it	<u>33</u>
	100%

Section 3: Personal Contacts

Different in nature from the type of media so far presented and yet of special significance in this study are the personal contacts through which impressions of a country and its people are gained. Two devices were used; first, indirect personal contact, ie: the respondents were asked whether they had ever heard anyone who had actually been there tell about the U.S.; and second, personal contact, ie: actual acquaintanceship with Americans in Germany.

ABOUT HALF OF WEST GERMANS HAVE HEARD RETURNED VISITORS SPEAK ABOUT THE U.S....

Almost half stated that they have heard German visitors to the U.S. relate the impressions and experiences gathered during their stay. One in a hundred possesses first-hand information by having been there himself.

"Have you heard anything about the impressions and experiences of people who visited the U.S.?"

West Germany

Visited the country myself	1%
Have heard	44
No, haven't heard anything	<u>55</u>
	100%

THREE OUT OF TEN HAVE PERSONAL CONTACT WITH AMERICANS...

Personal contact between Americans in Germany and the German population is widespread. Many Germans (31% of the respondents) have met Americans personally since the end of the war; in fact, 11% say that they know an American well.

"Did you make the acquaintance of an American since the end of the war?" (Do you know him well or slightly?)

	<u>West Germany</u>
Yes, well	11%
Yes, slightly	20
No, don't know any	<u>69</u>
	100%

Section 4: Characteristics of Media Audiences

a. American Commercial Media

Population group comparisons are presented for each of the media included in the study.

As one might have expected, the men, the better educated, those with higher socio-economic status, city dwellers, and the higher income groups are more frequently found to be readers of American newspapers and periodicals than their counterparts. The same segments of the populace are most strongly represented in the audience to American movies, and the same is true with respect to readership of American books. FDP adherents appear to expose themselves to the various American media considerably more than do any other group of party sympathizers.

	<u>American Papers and Periodicals</u>		<u>American Books</u>		<u>American Movies</u>		<u>No. of Cases</u>
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	
	100%		100%		100%		
<u>Sex:</u>							
Men	12%	88%	31%	69%	47%	53%	531
Women	8	92	21	79	37	63	738
<u>Education:</u>							
Elementary school	7	93	16	84	36	64	1018
Middle school and/or high school w/o Diploma	15	85	59	41	62	38	185
Diploma (Abitur), University	42	58	77	23	68	32	66
<u>Income:</u>							
Up to 149 DM	4	96	11	89	23	77	146
150 to 299 DM	5	95	12	88	32	68	308
300 to 399 DM	13	87	22	78	38	62	296
400 to 499 DM	12	88	29	71	47	53	163
500 and more DM	15	85	48	52	61	39	266
No answer	7	93	29	71	39	61	90
<u>Opinion Leadership Scale*:</u>							
Very active	13	87	44	56	55	45	110
Somewhat active	13	87	29	71	51	49	297
Remainder	8	92	22	78	36	64	862
<u>Socio-Economic Status:</u>							
Upper classes	40	60	68	32	68	32	50
Middle classes	12	88	33	67	42	58	597
Lower classes	5	95	14	86	38	62	622
<u>Age**:</u>							
Up to 29	13	87	37	63	69	31	239
30 up to 39	10	90	28	72	51	49	224
40 up to 49	12	88	24	76	37	63	307
50 up to 59	7	93	24	76	31	69	264
60 and above	5	95	14	86	20	80	230
<u>Party Preference:</u>							
SPD	12	88	27	73	51	49	245
CDU/CSU	13	87	29	71	42	58	325
FDP	20	80	52	48	66	34	61
Other parties	8	92	17	83	26	74	88
No party	8	92	27	73	36	64	246
No party preference stated	6	94	15	85	36	64	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>American Papers and Periodicals</u>		<u>American Books</u>		<u>American Movies</u>		<u>No. of cases</u>
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>	
	100%		100%		100%		
<u>Occupation:</u>							
Professionals	26%	74%	74%	26%	66%	34%	47
Businessmen	19	81	39	61	48	52	95
White-collar workers	18	82	51	49	66	34	134
Skilled laborers	12	88	26	74	55	45	129
Semi-skilled laborers	7	93	20	80	49	51	120
Farmers, farmhands	2	98	8	92	17	83	103
Housewives	6	94	15	85	31	69	434
Students & apprentices	23	77	42	58	67	33	57
Pensioners & retired	5	95	16	84	25	75	150
<u>Religion:</u>							
Catholics	9	91	23	77	38	62	590
Protestants	11	89	27	73	43	57	628
Others	12	88	20	80	40	60	25
No religion	8	92	46	54	58	42	26
<u>Origin:</u>							
Natives	10	90	25	75	40	60	999
Expellees, refugees	10	90	26	74	44	56	270
<u>City Size:</u>							
Up to 5,000	4	96	11	89	24	76	533
5,000 to 24,999	12	88	33	67	51	49	254
25,000 to 99,999	10	90	40	60	48	52	126
100,000 and more	17	83	36	64	58	42	356
<u>Land:</u>							
Schleswig/Holstein,							
Hamburg, Bremen	13	87	26	74	42	58	106
Lower Saxony	9	91	26	74	42	58	182
North Rhine/Westphalia	10	90	36	64	52	48	337
Hesse	13	87	25	75	36	64	118
Rhineland/Palatinate	8	92	19	81	39	61	85
Wuerttemberg/Baden	7	93	10	90	27	73	194
Bavaria	9	91	23	77	39	61	247
<u>Former Zones of Occupation:</u>							
American Zone	10	90	20	80	37	63	496
British Zone	10	90	32	68	47	53	617
French Zone	8	92	14	86	28	72	156

b. USIS Media

As was found true for the American commercial media, the more elite groups (as measured by education, income, socio-economic status, etc.) report greater exposure to such USIS media as documentary films, VOA, and Amerika-Hauser.

The VOA program, since it is not transmitted over radio stations located in the former British or French zones, is heard more frequently by residents of the former U.S. zone where it is carried over local stations.

Amerika-Haus patronage on the other hand is centered heavily among city dwellers, a fact easily explained by the presence of Amerika-Hauser in larger places. The younger people seem to make more use of the facilities offered at Amerika-Hauser than do the older age groups.

	USIS Documentary Films		Amerika- Haus		Voice of America			
	Yes	No	Yes	No	At least once a month	Less than once a month	No	No. of cases
	100%		100%		100%			
<u>Sex:</u>								
Men	16%	84%	10%	90%	46%	28%	26%	531
Women	10	90	6	94	37	25	38	738
<u>Education:</u>								
Elementary school	10	90	4	96	39	25	36	1018
Middle school a/o high school w/o diploma	22	78	19	81	51	30	19	185
Diploma (Abitur), university	35	65	32	68	55	29	16	66
<u>Income:</u>								
Up to 149 DM	9	91	4	96	33	16	51	146
150 to 299 DM	8	92	5	95	37	26	37	308
300 to 399 DM	14	86	7	93	46	30	24	296
400 to 499 DM	9	91	10	90	46	24	30	163
500 DM and more	22	78	14	86	50	27	23	266
No answer	8	92	6	94	20	26	54	90
<u>Opinion-Leadership Scale:*</u>								
Very active	25	75	11	89	53	22	25	110
Somewhat active	12	88	9	91	49	23	28	297
Remainder	11	89	7	93	37	27	36	862
<u>Socio-Economic Status:</u>								
Upper classes	34	66	20	80	46	36	18	50
Middle classes	15	85	11	89	42	29	29	597
Lower classes	8	92	4	96	40	22	38	622
<u>Age:**</u>								
Up to 29	23	77	12	88	44	30	26	239
30 up to 39	14	86	10	90	48	27	25	224
40 up to 49	11	89	7	93	44	25	31	307
50 up to 59	8	92	5	95	38	28	34	264
60 and above	8	92	6	94	30	20	48	230

(Cont'd on next page)

* Determined by political and organization participation.
** Total of age categories add to less than the 1,269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	USIS Documentary Films		Amerika- Haus		Voice of America			
	Yes	No	Yes	No	At least once a month	Less than once a month	No	No. of cases
	100%		100%		100%			
<u>Party Preference:</u>								
SPD	10%	90%	8%	92%	50%	22%	28%	245
CDU/CSU	16	84	8	92	37	30	33	325
FDP	28	72	8	92	49	35	16	61
Other parties	12	88	10	90	39	32	29	88
No party	10	90	10	90	42	23	35	246
No party preference stated	10	90	6	94	37	23	40	304
<u>Occupation:</u>								
Professionals	34	66	32	68	53	36	11	47
Businessmen	14	86	8	92	50	18	32	95
White-collar workers	21	79	16	84	59	25	16	134
Skilled laborers	14	86	3	97	41	35	24	129
Semi-skilled laborers	10	90	6	94	48	21	31	120
Farmers, farmhands	13	87	3	97	31	29	40	103
Housewives	8	92	4	96	34	28	38	434
Students & apprentices	33	67	23	77	47	20	33	57
Pensioners & retired	5	95	7	93	35	21	44	150
<u>Religion:</u>								
Catholics	12	88	7	93	43	26	31	590
Protestants	13	87	8	92	39	26	35	628
Others	8	92	4	96	36	20	44	25
No religion	15	85	15	85	54	19	27	26
<u>Origin:</u>								
Natives	12	88	7	93	39	25	36	999
Expellees, refugees	15	85	11	89	49	29	22	270
<u>City Size:</u>								
Up 5,000	10	90	3	97	36	25	39	533
5,000 to 24,999	12	88	4	96	46	30	24	254
25,000 to 99,999	15	85	10	90	37	31	32	126
100,000 and more	16	84	17	83	47	23	30	356
<u>Land:</u>								
Schleswig/Holstein,								
Hamburg, Bremen	13	87	12	88	23	24	53	106
Lower Saxony	12	88	8	92	30	31	39	182
North Rhine/Westphalia	11	89	5	95	27	30	43	337
Hesse	12	88	9	91	66	16	18	118
Rhineland/Palatinate	18	82	6	94	37	14	49	85
Wuerttemberg/Baden	7	93	6	94	46	28	26	194
Bavaria	18	82	11	89	63	23	14	247
<u>Former Zones of Occupation:</u>								
American Zone	13	87	10	90	63	22	15	496
British Zone	12	88	7	93	27	30	43	617
French Zone	14	86	3	97	31	23	46	156

c. Personal Contacts

Contact with returned travelers to the United States is found to be highest among the men, the better educated, higher income groups, higher socio-economic status respondents, and those most active in organizations.

The pattern is similar when it comes to direct personal contact with Americans. Again the upper strata are represented in larger numbers than is their share of the total population.

Interestingly enough, among political party partisans, FDP people appear to have considerably greater personal contact both with those Germans who have been to the U.S. as well as with Americans, than have any of the other groups expressing a party preference. (Similar provocative data was found with respect to exposure to American commercial media.)

	Heard about Impressions of Visitors to the U.S.		Personal Contact with Americans			No. of Cases
	Have heard	No	Well	Slightly	No	
Sex:						
Men	49%	51%	13%	26%	61%	531
Women	41	59	9	16	75	738
Education:						
Elementary school	40	60	9	17	74	1018
Middle school and/or high school w/o Diploma	57	43	14	31	55	185
Diploma (Abitur), University	74	26	24	38	38	66
Income:						
Up to 149 DM	34	66	3	13	84	146
150 to 299 DM	33	67	8	14	78	308
300 to 399 DM	44	56	9	21	70	296
400 to 499 DM	54	46	13	26	61	163
500 and more DM	62	38	19	29	52	266
No answer	37	63	9	17	74	90
Opinion Leadership Scale*:						
Very active	63	37	15	30	55	110
Somewhat active	51	49	12	21	67	297
Remainder	40	60	10	19	71	862
Socio-Economic Status:						
Upper classes	82	18	32	24	44	50
Middle classes	52	48	12	26	62	597
Lower classes	34	66	7	15	78	622
Age**:						
Up to 29	48	52	14	26	60	239
30 up to 39	48	52	11	18	71	224
40 up to 49	46	54	14	17	69	307
50 up to 59	44	56	7	24	69	264
60 and above	37	63	6	18	76	230

(Cont'd on next page)

* Determined by political and organizational participation..

** Total of age categories adds 60 less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Heard about Impressions of Visitors to the U.S.</u>		<u>Personal Contact with Americans</u>			<u>No. of Cases</u>
	<u>Have heard</u>	<u>No</u>	<u>Well</u>	<u>Slightly</u>	<u>No</u>	
<u>Party Preference:</u>						
SPD	52%	48%	13%	24%	63%	245
CDU/CSU	46	54	14	18	68	325
FDP	70	30	18	38	44	61
Other parties	48	52	16	18	66	88
No party	42	58	9	19	72	246
No party preference stated	34	66	4	18	78	304
<u>Occupation:</u>						
Professionals	74	26	23	36	41	47
Businessmen	56	44	13	31	56	95
White-collar workers	58	42	16	35	49	134
Skilled laborers	45	55	13	23	64	129
Semi-skilled laborers	44	56	12	19	69	120
Farmers, farmhands	34	66	7	15	78	103
Housewives	40	60	7	13	80	434
Students, apprentices	51	49	21	23	56	57
Pensioners, retired	37	63	6	19	79	150
<u>Religion:</u>						
Catholics	42	58	11	21	68	590
Protestants	47	53	10	20	70	628
Others	52	48	16	20	64	25
No religion	62	38	-	31	69	26
<u>Origin:</u>						
Natives	45	55	10	22	68	999
Expellees, refugees	43	57	11	17	72	270
<u>City Size:</u>						
Up to 5,000	35	65	8	13	79	533
5,000 to 24,999	54	46	15	23	62	254
25,000 to 99,999	52	48	9	25	66	126
100,000 and more	50	50	13	27	60	356
<u>Land:</u>						
Schleswig/Holstein, Hamburg, Bremen	55	45	11	9	80	106
Lower Saxony	43	57	10	15	75	182
North Rhine/Westphalia	47	53	10	23	67	337
Hesse	40	60	11	32	57	118
Rhineland/Palatinate	36	64	12	23	65	85
Wuerttemberg/Baden	37	63	7	18	75	194
Bavaria	49	51	14	22	64	247
<u>Former Zones of Occupation:</u>						
American Zone	44	56	12	25	63	496
British Zone	47	53	10	18	72	617
French Zone	37	63	8	17	75	156

d. Group Combinations

Hitherto the media have been presented individually. Subsequent tabulations are based on combinations. The first three media - labeled "U.S. Commercial Media" (and as such imparting knowledge of America if not expressly designed to do so to the German public) formed a first group. A second group consisted of the instruments of information introduced under the heading of "USIS Media". Not fitting in any of the groups, but included for comparison as single types of media are personal contacts - contacts with German visitors to the U.S. and personal acquaintances with Americans. Thus:

I. American Commercial Media

American dailies and periodicals
American books
American movies

II. USIS Media

USIS-made documentary films
VOA Broadcasts
Amerika Haeuser

III. Personal Contacts with Germans who have visited the U.S.

IV. Personal Contacts with Americans

The first table in this section of the report includes all mentions. The respondents appear in each group in which they were found to be reached by one or more of the above media types. The total therefore adds to more than 100%.

The USIS media (or in any case at least one of them) receive the highest number of mentions among all media groups. In fact, with the exception of those with the highest education or socio-economic status, there is more exposure to USIS media among all population groups than to any other type of American influence. Also noteworthy is the finding that among all populations groups a majority have been exposed to some USIS medium. With other American influences the percentage sometimes drops quite low.

Another finding deducible from this tabulation is the size of the group completely unaware of all American media. It is worth noting that only 16% of the entire populace have not been in contact with any of the selected media. Among those without contact are greater percentages of women, the less educated, the poorer segments, the lower socio-economic classes, the older people, and country folk.

In many of the groups where exposure to U.S. influence is lowest. (eg: among the lowest income groups, the aged, farmers, the sparsely populated areas, as well as in Wuerttemberg/Baden), exposure to USIS media plays a leading role. In all these groups, where the ratio of exposure to USIS as against U.S. commercial media is more than 2 - 1, it could well be argued that without USIS, U.S. influence might well be infinitesimal.

	U.S. Com- mercial Media	USIS Media	Contact		No Con- tact	Total Mentions	No. of cases
			with Visi- tors	with Ameri- cans			
<u>Total Population:</u>	48%	69%	45%	30%	16%	208%	1269
<u>Sex:</u>							
Men	55	77	51	39	10	232	531
Women	45	64	40	25	20	193	738
<u>Education:</u>							
Elementary school	41	66	41	26	19	194	1018
Middle school a/o high school w/o diploma	78	85	57	45	3	268	185
Diploma (Abitur), university	91	89	74	62	1	317	66
<u>Income:</u>							
Up to 149 DM	26	54	34	16	32	162	146
150 to 299 DM	36	64	32	22	25	179	308
300 to 399 DM	47	77	44	30	12	210	296
400 to 499 DM	58	72	53	38	11	232	163
500 DM and more	75	81	63	47	2	268	266
No answer	47	49	37	25	22	180	90
<u>Opinion-Leadership Scale:*</u>							
Very active	64	78	63	46	8	259	110
Somewhat active	59	75	51	33	10	228	297
Remainder	44	67	40	28	19	198	862
<u>Socio-Economic Status:</u>							
Upper classes	86	84	82	56	2	310	50
Middle classes	54	74	53	37	12	230	597
Lower classes	41	64	34	23	21	183	622
<u>Age:**</u>							
Up to 29	72	80	48	40	6	246	239
30 up to 39	55	75	48	29	10	217	224
40 up to 49	52	73	46	31	16	218	307
50 up to 59	40	66	44	30	19	199	264
60 and above	26	54	36	24	28	168	230
<u>Party Preference:</u>							
SPD	56	74	52	36	11	229	245
CDU/CSU	49	71	45	32	13	210	325
FDP	71	85	69	54	5	284	61
Other parties	29	73	48	34	17	201	88
No party	47	68	45	29	20	209	246
No party preference stated	47	62	32	21	22	184	304
<u>Occupation:</u>							
Professionals	87	94	74	60	2	317	47
Businessmen	58	68	56	43	11	236	95
White-collar workers	71	85	56	50	1	263	134
Skilled laborers	63	78	45	37	8	231	129
Semi-skilled laborers	53	72	44	31	10	210	120
Farmers, farmhands	20	61	34	21	30	166	103
Housewives	41	64	40	20	23	188	434
Students & apprentices	74	77	49	44	4	248	57
Pensioners & retired	32	58	37	25	23	175	150

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	U.S. Com- mercial Media	USIS Media	Contact with with Visi- Ameri- tors cans		No Con- tact	Total Mentions	No. of cases
<u>Religion:</u>							
Catholics	49%	73%	42%	32%	15%	211%	590
Protestants	49	67	46	30	16	208	628
Others	44	56	48	28	12	188	25
No religion	66	81	66	38	11	262	26
<u>Origin:</u>							
Natives	48	67	45	32	17	209	999
Expellees, refugees	51	80	42	28	13	214	270
<u>City Size:</u>							
Up to 5,000	29	62	35	21	25	172	533
5,000 to 24,999	60	76	54	38	11	239	254
25,000 to 99,999	60	73	52	34	11	230	126
100,000 and more	68	75	50	40	7	240	356
<u>Land:</u>							
Schleswig/Holstein,							
Hamburg, Bremen	48	54	55	20	20	197	106
Lower Saxony	52	63	43	25	20	203	182
North Rhine/Westphalia	61	61	47	32	14	215	337
Hesse	49	82	40	44	12	227	118
Rhineland/Palatinate	40	55	37	35	26	193	85
Wuerttemberg/Baden	34	75	37	25	21	192	194
Bavaria	45	87	49	36	8	225	247
<u>Former Zones of Occupation:</u>							
American Zone	46	85	44	37	10	222	496
British Zone	56	60	47	28	17	208	617
French Zone	31	57	37	24	30	179	156

Further manipulation of the data allows the presentation of all conceivable inter-group combinations. For example, the following table presents respondents who have contact with one of the media groups alone, with two, with three, or all four groups, as well as those not exposed to any type.

In this table each respondent appears only once according to his exposure to the types of media under investigation. Among those with any exposure, the overwhelming majority are revealed as exposed to two or more types (59% of all respondents).

Combinations of Contacts

<u>No. of Contacts</u>	<u>Media</u>	<u>Per cent</u>
0	No Contact	16%
1	(-American Commercial Media only	4%)
	(-USIS Media only	15
	(-German Visitors to U.S. only	4
	(-Americans only	2
		25%
	-USIS Media and American	
	(Commercial Media	9%)
	(-USIS Media and Americans	3
	(-USIS Media and German Visitors	
	(to U.S.	8
2	(-American Commercial Media and	
	(German Visitors to U.S.	2
	(-American Commercial Media and	
	(Americans	1
	(-Americans and German Visitors	
	(to U.S.	1
		24%
	- German Visitors to U.S.,	
	USIS Media and American	
	(Commercial Media	12%)
	(-Americans, USIS Media,	
	(and American Commercial Media	5
3	(-Americans, German Visitors to	
	(U.S., and American Commercial	
	(Media	1
	(-Americans, German Visitors to	
	(U.S., and USIS Media	3
		21%
	-Americans, German Visitors to	
4	U.S., USIS Media, and American	
	Commercial Media	14%
		100%

By grouping the responses on extent of exposure according to different combinations other clarifying pictures emerge. The previous categorizations were concerned with the number of different combinations, without regard to the type of contact. In the following table the type of contact and particularly contact with USIS media is emphasized.

Very few people only have personal contact (7%) as their type of exposure to American influence. Similarly, very few (4%) are exposed only to American commercial media, or even to USIS media without further contacts (15%).

Interestingly enough the combinations of media, which do not include USIS media however, are also very small (4%). The bulk of the respondents (54%) report exposure to two or more types of media which include USIS as one of the sources to which they have been exposed.

Types of Contacts

<u>Combinations including USIS Media:</u>		54%
- USIS Media and Americans	3%	
- USIS Media and American Commercial Media	9	
- USIS Media and German Visitors to U.S.	8	
- USIS Media, American Commercial Media and German Visitors to U.S.	12	
- USIS Media, American Commercial Media, and Americans	5	
- USIS Media, German Visitors to U.S., and Americans	3	
- USIS Media, German Visitors to U.S., Americans, and American Commercial Media	14	
<u>Combinations, but without USIS Media:</u>		4%
- American Commercial Media and German Visitors to U.S.	2%	
- American Commercial Media and Americans	1	
- Americans, German Visitors to U.S., and American Commercial Media	1	
<u>Only Personal Contact:</u>		7%
- German Visitors to U.S. only	4%	
- Americans only	2	
- Americans and German Visitors to U.S.	1	
<u>Only USIS Media:</u>		15%
<u>Only American Commercial Media:</u>		4%
<u>No Contact:</u>		16%
		100%

II. Attitudes towards the U.S.

Section 1: Opinions Concerning Different Areas of American Life

While the first part of this report dealt with media disseminating information about America, the respondents' stand vis-a-vis the United States will be presented in the following sections. In practise, the respondent was asked to weigh his impression of various areas of American life with the help of a scale offering five degrees of positive and five degrees of negative orientation.

For comparison and trend analysis, results obtained in a study conducted in October 1953 are included in the presentation. Areas appearing in the list of April 1955 for the first time, of course, have no preceding figures.

MOST AREAS FAVORABLY CONSIDERED ...

Most of the aspects of life in America meet with favorable reaction by the German public. This holds particularly true for the areas of economic life; agriculture; press, radio and television; and U.S. way of life. West Germans do not seem to think quite so highly of the U.S. as far as the complex of social problems, (i.e. class problems, problems of racial and national minorities) or the area of social services are concerned. In respect to these, unfavorable orientation outweighs the favorable.

By and large, the results obtained for the favorable categories in April 1955 lie somewhat below those of October 1953. The slight drop does not apparently reflect an actual change in opinion toward the unfavorable; it is accompanied in all cases by an almost equal rise in no opinion replies, while the negative categories have remained stable.

The question introducing the scalometer test was:
"How we would like to ask you a few questions about several areas of American life. Would you please point to the square which approximately indicates how favorable or unfavorable is your general impression or idea of the?"

Areas in which majorities were found to be favorable

Strong majorities of those voicing an opinion are favorably inclined toward U.S. Economy and Industry, Agriculture, the realms of Information and the Ways of Life encountered in America.

U.S. Economy, Industry and Technology

	<u>West Germany</u>	
	Oct 1953 (957)	April 1955 (1269)
+ 5	34%	40%
+ 4	20	16
+ 3	13	9
+ 2	6	4
+ 1	3	5
- 1	1	1
- 2	1	*
- 3	*	*
- 4	*	*
- 5	*	*
No opinion	22	24
	100%	100%

* Less than one half of one per cent.

U.S. Agriculture

		<u>West Germany</u>	
		Oct 1953 (957)	April 1955 (1269)
+ 5	22%)	22%)	
+ 4	18 }	13 }	
+ 3	14 } 68%	14 }	60%
+ 2	7 }	6 }	
+ 1	7 }	5 }	
- 1	1 }	2 }	
- 2	1 }	1 }	
- 3	* } 2	* }	4
- 4	- }	1 }	
- 5	* }	* }	
No opinion	30	36	
	100%	100%	

U.S. Press, Radio and Television

		<u>West Germany</u>	
		Oct 1953@	April 1955
+ 5	17%)	24%)	
+ 4	15 }	12 }	
+ 3	15 } 62	11 }	59
+ 2	7 }	7 }	
+ 1	8 }	5 }	
- 1	1 }	3 }	
- 2	1 }	1 }	
- 3	1 } 3	1 }	7
- 4	* }	1 }	
- 5	* }	1 }	
No opinion	35	34	
	100%	100%	

U.S. Way of Life and Outlook on Life

		<u>West Germany</u>	
		Oct 1953	April 1955
+ 5	14%)	14%)	
+ 4	15 }	14 }	
+ 3	17 } 65	14 }	58
+ 2	10 }	9 }	
+ 1	9 }	7 }	
- 1	4 }	4 }	
- 2	2 }	2 }	
- 3	2 } 9	1 }	8
- 4	* }	* }	
- 5	1 }	1 }	
No opinion	26	34	
	100%	100%	

* Less than one half of one per cent.

@ Question in this study reads, "And what do you think of the American Press and Radio?"

Areas in which preponderant groups were found to be favorable

Favorable response is preponderant in the six areas of American life listed next. This is due not so much to greater negative opinion, but rather to greater uncertainty about these areas on the part of respondents, i.e. more "no opinion."

U.S. Political Life,
Democratic Self-Government and Administration

	<u>West Germany</u>	
	Oct 1953 (957)	April 1955 (1269)
+ 5	11%)	8%)
+ 4	13)	8)
+ 3	14 } 55	13 } 45
+ 2	10 }	9 }
+ 1	7)	7)
- 1	1)	2)
- 2	1)	1)
- 3	1 } 5	1 } 5
- 4	1 }	* }
- 5	1)	1)
No opinion	<u>40</u>	<u>50</u>
	100%	100%

Relationship between U.S. Employers and Employees
and U.S. Trade Union Problems

	<u>West Germany</u>	
	Oct 1953	April 1955
+ 5	8%)	10%)
+ 4	12)	9)
+ 3	16 } 52	12 } 45
+ 2	9 }	8 }
+ 1	7)	6)
- 1	2)	3)
- 2	2)	2)
- 3	2 } 8	2 } 9
- 4	1 }	1 }
- 5	1)	1)
No opinion	<u>40</u>	<u>46</u>
	100%	100%

U.S. Cultural Life

	<u>West Germany</u>	
	Oct 1953	April 1955
+ 5	6%)	7%)
+ 4	7)	9)
+ 3	15 } 51	11 } 44
+ 2	12 }	8 }
+ 1	11)	9)
- 1	4)	5)
- 2	3)	3)
- 3	3 } 12	2 } 12
- 4	1 }	1 }
- 5	1)	1)
No opinion	<u>37</u>	<u>45</u>
	100%	100%

* Less than one half of one per cent.

U.S. Educational and School System

		<u>West Germany</u>	
		Oct 1953 (957)	April 1955 (1269)
+ 5		7%)	7%)
+ 4		10)	8)
+ 3		17 } 49	15 } 42
+ 2		8)	6)
+ 1		7)	6)
- 1		3)	3)
- 2		2)	1)
- 3		1 } 6	1 } 6
- 4		*)	*)
- 5		*)	1)
No opinion		<u>45</u>	<u>52</u>
		100%	100%

U.S. Religious and Church Life

		<u>West Germany</u>	
		Oct 1953	April 1955
+ 5		10%)	9%)
+ 4		11)	8)
+ 3		13 } 51	13 } 44
+ 2		8)	6)
+ 1		9)	8)
- 1		4)	4)
- 2		2)	4)
- 3		2 } 10	3 } 14
- 4		1)	1)
- 5		1)	2)
No opinion		<u>39</u>	<u>42</u>
		100%	100%

U.S. Family Life

		<u>West Germany</u>
		April 1955
+ 5		8%)
+ 4		9)
+ 3		13 } 47
+ 2		8)
+ 1		9)
- 1		6)
- 2		4)
- 3		5 } 18
- 4		1)
- 5		2)
No opinion		<u>35</u>
		100%

* Less than one half of one per cent.

Areas in which preponderant groups were found to be unfavorable

Unfavorable reaction was encountered more frequently than favorable when the respondent's opinion regarding social services and social problems in the U.S. was sought.

U.S. Social Services

	<u>West Germany</u>	
	Oct 1953 (957)	April 1955 (1269)
+ 5	2%)	3%)
+ 4	3)	3)
+ 3	5) 27	5) 22
+ 2	6)	6)
+ 1	11)	5)
- 1	7)	10)
- 2	6)	6)
- 3	8) 32	7) 35
- 4	4)	6)
- 5	7)	6)
No opinion	41	43
	<u>100%</u>	<u>100%</u>

U.S. Social Problems

	<u>West Germany</u>	
	Oct 1953	April 1955
+ 5	1%)	3%)
+ 4	3)	4)
+ 3	6) 29	7) 26
+ 2	6)	5)
+ 1	13)	7)
- 1	7)	9)
- 2	9)	6)
- 3	7) 31	7) 30
- 4	4)	3)
- 5	4)	5)
No opinion	40	44
	<u>100%</u>	<u>100%</u>

For purposes of group analysis the scalometer returns were turned into favorable and unfavorable answers. A respondent's attitude was considered favorable when he had indicated a positive plus rating as best representing his opinion concerning the specific area; the answer was deemed unfavorable when the respondent had chosen one of the five possible negative points. A third group are the "no opinion" returns.

Net gain figures in turn were obtained by subtracting the percentage of respondents found to be unfavorably inclined from the percentage of respondents whose attitude was favorable.

In the following table net gain results for all areas are presented. For further and yet more specific information the interested reader is referred to the appendix of Part II where all group components with net gain results for each area will be found.

The scalometer returns reported previously will be readily recognized in the following table. They are presented here in their new groupings (i.e. net gain).

Opinion of Areas of American Life

	<u>Favorable</u>	<u>Un- favorable</u>	<u>No opinion</u>	<u>Net Gain</u>
Economy, Industry, Technology	74%	2%	24%	+ 72
Agriculture	60	4	36	+ 56
Press, Radio, Television	59	7	25	+ 52
Way of Life	58	8	34	+ 50
Political Life	45	5	50	+ 40
Education	42	6	52	+ 36
Employer-Employee Relations	45	9	46	+ 36
Cultural Life	44	12	44	+ 32
Religious Life	44	14	42	+ 30
Family Life	47	18	35	+ 29
Social Services	22	35	43	- 13
Social Problems	26	30	44	- 4

Section 2: Judgments of Americans

Further measures of the attitude of West Germans toward the United States are a series of questions offering the respondents opportunity to express themselves about the Americans as people, as well as America's political behavior.

AMERICANS INCREASINGLY POPULAR...

Germans who harbour good feelings for the Americans are decidedly in the majority. And their number is steadily increasing. One in four of these interviewed now (25%) as against one in five three years ago (20%) reveals a real liking for the Americans and feels that he could get along with them well. Another 47% are also favorably inclined and imagine that "on the whole" they could get along with Americans. Indeed the group of West Germans who clearly express antagonistic feelings today is decidedly negligible.

"And now a few questions about the Americans as people.
Which of the following sentences corresponds closest
with your personal feelings toward the Americans?"

	<u>West Germany</u>		
	Jan 1952 (1199)	Dec 1952 (786)	April 1955 (1269)
I like them, I think I could get along well with them	20%)	22%)	25%)
I like them fairly well, I think I could get along with them on the whole	40)	43)	47)
I don't like them especially, I believe I wouldn't get along with them in certain respects	19)	18)	11)
I don't like them at all, I don't think we'd get along	9)	7)	3)
No opinion	12)	10)	14)
	100%	100%	100%

"AFFABILITY" AND "WILLINGNESS TO HELP" RECEIVE HIGHEST PRAISE...

In answer to an open-end query asking the respondents to state what they like best about Americans, "affability" and "readiness to assist other people" are traits most frequently mentioned as outstanding qualities. Some Germans applaud the spirit of humanity documented by the Americans in their attitude toward Germany after World War II. Among other comments the reader will find the Americans' "political convictions" and "democracy" cited as something for which they are liked best.

"Generally speaking, what do you like best about the Americans?"

Their frankness and natural attitude

28%

"It seems that the vastness of their country is reflected in the large-hearted way of thinking and acting of the people."

"They are the same kind of people as we are, but they are less inhibited and more free in their ways."

"They are frank. It's nice to talk with them about all problems of life."

"Their free and natural air."

"They are candid and say what they mean. They are not hypocritical as, for instance, the French."

"I like their casual way. Their etiquette is not so complicated."

Their likable way of dealing with people, their friendliness and willingness to help others

23

"The fact that they care about the fate of all men, that's something that never happened before."

"They are obliging and polite towards other people."

"They are more hospitable than we are."

"Willingness to help is a trait you can observe time and again in Americans."

"They have understanding for other people. They really have a heart. We saw how they went out of their way to help other people."

"They are compassionate: I'm thinking of the CARE mission, the distribution of clothing to all nations."

Their practical outlook on life and their way of living

12

"They enjoy life. They're optimistic and energetic."

"Their attitude toward life in general - owing to their high living standard they can afford to live well."

"Their 'savoir vivre' in general. They know how to live; we Germans don't. The Americans have a more easy way of living without being light-minded."

"They are neat and clean in every respect; their homes as well as their clothes."

"That they know how to live well and earn enough money to do so."

(Cont'd on next page)

(Cont'd from preceding page)

Their humane attitude after the war, especially towards Germany

7%

"Their humane attitude as victors towards the defeated."

"That they allowed Germany to take its place once more among the family of nations."

"Their generosity. They abolished enmity so quickly and supported us in the most generous manner."

"You hardly notice that they are here as an occupation power. They are very modest although they would have every reason to be proud and boastful."

Their bustling activity, their progressive spirit and economic efficiency in business and industry

6

"They are full of ideas, They get things done and won't shrink back from anything."

"The easy way they set about a thing, even if it's a big project. Difficulties don't exist for them."

"They are interested in new inventions."

"They are smart businessmen and I also believe that they are generally more honest than many Europeans."

American family life, harmonious relations between husband and wife, their fondness of children

5

"They have a close family life. They are very fond of their family."

"Americans feel respect for their wives and thus they are polite and attentive towards women."

"American men are gentlemen, sincere and very good family men."

Their democratic spirit, their love for freedom

4

"Their attitude toward freedom, their political conception."

"That they respect the rights of humanity."

"That they can make full use of their freedom."

The compassionate relations between superiors and subordinates - no class distinction

3

"I think that they are not as class-conscious as we are."

"There are no class differences. If you are efficient you've got a chance."

Their religious and cultural life

1

"They care about the church and church life."

"They have a very high cultural level."

Others and general answers

1

"I believe that they are deeply attached to their home country, I mean those Americans who are of German descent."

"I had some dealings with them and I got a very good impression."

I don't like anything

4

No opinion/No answer

27
121%*

* Some respondents gave more than one answer.

MAJORITY OF RESPONDENTS CAN THINK OF NO SPECIFIC FAULTS...

A scrutiny of the results obtained here leads to the realization that not only the 7% who actually said so but in reality many more - namely the 50% voicing no opinion - could not on the spur of the moment think of any serious deficiencies in the character of Americans when they were asked to do so. Where criticism is voiced it centers on "crude behavior and bad manners", on "arrogance" and "superficiality".

"In your opinion, do the Americans have any particular faults?"

Their bad manners, their crude and noisy behavior

14%

- "Not correct enough - in their manners, I mean; bad and coarse behavior, particularly in the street."
- "When they are with people they tend to shout, and at parties they are too noisy and talk too much."
- "Careless behavior in the presence of women. They talk with their hands in their pockets, for instance."
- "They often get so drunk that they don't know what they are doing."
- "The younger generation is somewhat obtrusive, sometimes they even molest people. I am thinking of the way the soldiers talk to our girls in the street."
- "They shouldn't molest German women, etc."

Their arrogance, imperiousness and boastfulness

11

- "They have a certain measure of arrogance. That is, they believe that they are superior to us in everything and feel that they must lecture us all the time."
- "They feel superior to everybody, wherever they go."
- "They look down on other people. That is true even where their own colored fellow-countrymen are concerned."
- "They want to make headway at any cost and they're imperious."
- "They apparently have too high an opinion of themselves and of their country. They're arrogant, and very boastful."

Their superficiality and recklessness

8

- "They are not very profound and attach too much value to externals - they're superficial."
- "They have all earthly goods they want and that has a negative effect on their character. They have everything and think about nothing. They gradually become dull."
- "Their outlook on life is more superficial. The women are too fond of clothes and so superficial."
- "They're not as conscientious as the Germans. They are not as reliable."

Their materialistic attitude, they overvalue money

5

- "They have no scruples in making money."
- "A tendency to believe that everything can be achieved with money."
- "Their most conspicuous fault is their obsession with money."

Their German policy

4%

"Their anti-German feelings which have influenced their political decisions."

"They bombed Germany. They don't trust us completely and besides, there are the damages caused by the manoeuvres."

"They insist upon the rearmament of a divided Germany. To them rearmament is more important than reunification."

Their attitude in international affairs

3

"They just plunge impetuously and make premature agreements with the Russians, for example, without thinking things over carefully which we would certainly do. What they lack is farsightedness. The Americans shouldn't interfere with the policy of other countries, as they did in China and Indo-China for instance."

"They don't want to negotiate with the Russians, but want war."

Their lack of family sense, their haphazard methods of child rearing

1

"They aren't as attached to their families as we are."

"They should devote greater care to raising their kids. They bring them up to be cowboys."

The shallowness of religious feeling, the low cultural level

1

"There is no true religious feeling to be found among them."

"It seems to me that prayer-book and pistol are rather close together. The Americans tend to over-do everything connected with religion."

Other negative traits

2

"They are slaves of their tempo of life."

"They over-do standardization. What I mean is: in a movie one person looks like the other; all look alike."

Americans have no specific faults

7

"The Americans are much better than any other people in the world."

"In my opinion they have no faults."

"I haven't noticed any faults yet. I think the Americans are all right."

"They have the faults we all have."

No opinion/No answer

50

106% +

+ Some respondents gave more than one answer.

SATISFACTION WITH AMERICAN POLICY ON THE RISE ...

American policy vis-a-vis Western Germany finds the support of a strong majority of Germans interviewed in 1955. Most of those who in June 1952 could not quite make up their minds to be either satisfied or dissatisfied seem to have since joined the faction of Germans clearly approving of America's political attitude towards Western Germany. The percentage of admittedly critical has dwindled to a mere 5 per cent.

"Are you generally satisfied or dissatisfied with American policy towards Western Germany?"

	<u>West Germany</u>		
	June 1952 (1595)	Nov 1952 (400)	April 1955 (1269)
Satisfied	39%	43%	61%
Dissatisfied	10	15	5
Neither/nor	34	24	17
No opinion	17	18	17
	<u>100%</u>	<u>100%</u>	<u>100%</u>

AMERICA'S AIMS IN WORLD POLITICS SEEM TRUSTWORTHY TO MOST ...

Respondents were also encouraged to specify what they deemed to be the key aims pursued by America in international affairs. Favorable comments, it will be noted, predominate; they range from belief in the sincerity of the American campaign to achieve peace everywhere in the world to the assumption that promulgation and defense of democratic principles may be regarded as America's chief aims. On the other hand, the unfavorable answer most often given attributes selfish motives and the quest for world domination to the Americans.

"What do you think America's aims are in world affairs?"

Favorable Comments (48%)

To prevent another war, to achieve peace and order throughout the world

23%

"To maintain peace under all circumstances. Eisenhower said that America wouldn't start a war unless it were attacked and I believe him because America already uses its atomic energy for commercial and medical purposes."

"It aims at achieving world peace. The big organizations such as UNO, UNESCO etc. were all initiated by America."

"America wants peace everywhere in the world. It wants to eliminate the danger of another war."

"To maintain or achieve peace in the world, especially in Asia at the moment."

"America wants world peace because it knows that another war would mean the end of the world."

"They want to live quietly and in peace with all nations."

To unite the free world against Communism and Russian aggression

12

"America tries to unite all peaceloving nations to counteract the power of Communism and to prevent it from gaining ground in the world."

"To unite all Western-orientated countries in order to form an anti-Communist bloc."

"To unite and strengthen the countries of the free world so that they can resist Communism."

"America doesn't want the Russians to advance further and to occupy those countries which still belong to the free world."

(Cont'd on next page)

To promote international trade

4%

"They want a sound economic system established all over the world."

"America wants to establish trade relations with all countries."

"They want to promote trade and commerce, with the Eastern world, too."

To spread and defend the basic ideas of democracy

4

"They aim to defend Western democratic ideas, that is individual freedom, freedom of the press, in short - all that is contrary to Russia's aims."

"They fight chiefly to maintain the rights of humanity."

To achieve the general well-being by improving economic conditions in the world

2

"America wants comfortable living conditions for all men. They want to achieve general well-being all over the world - that's America's chief aim."

"To raise the living standard of the individual."

To induce all European nations to form a United Europe

2

"They want the European nations to unite in a federation similar to that of the United States of America."

"The Americans want a United Europe."

To solve the German problem

1

"They try to bring about Germany's reunification in peace and freedom."

Unfavorable Comments (30%)

To dominate the world, to increase its own power

21

"America wants to dominate the world, and make all the other nations dependent on it."

"They want to be the leading nation in the world. They want to rule all the others."

"It wants to conquer the world."

"America wants to establish world domination before the Russians can do so."

"Probably they want all of the world, just like that Hitler."

To control the world's markets

9

"Politics are closely connected with economic problems, therefore America wants to control the world market and that's its chief aim. The most powerful nation will be the one that controls the world market."

"To gain control of the world market and monopolize everything."

"To gain a prevailing influence in world finances."

"They desire a firm establishment of the capitalist system. They want to profit by everything."

Indeterminate Comments (2%)

Other answers

2

"The U.S. rearms in such a way that in a short time it will be able to hold all other countries in check. Whether this is to serve peaceful or warlike purposes nobody knows."

"I do believe that they want to be on friendly terms with us, but they also need Germany."

No opinion/No answer

(34%)

34
114%^a

@ Some respondents gave more than one answer.

U.S. CONSIDERED HELPFUL AND GENEROUS IN WORLD AFFAIRS ...

Another approach used was to lay before the respondents a list of adjectives often encountered in characterization of America's behaviour in international affairs. Interestingly enough, the characterizations most often selected by respondents bear certain resemblances to the qualities Americans as individuals received praise for in a previous question. Thus the American attitude in world politics is named "helpful," "generous," "understanding," "peaceable." Only very few consider America to be "unreliable," "devious," "warlike," "clumsy." In view of the total of mentions amounting to over 200 per cent, frequencies of 5 per cent and below are indeed insignificant.

The adjectives are reported in the order in which they were presented to the interviewee.

"Here are a few characterizations which are often used to describe the attitude of the U.S. in international affairs. Which of them seem to you to be apt?"

	<u>West Germany</u> (1269)
Clumsy	4%
Peaceable	18
Independent	19
Helpful	47
Skillful	15
Devious	2
Naive	5
Understanding	19
Warlike	5
Straightforward	10
Presumptuous	10
Reliable	9
Generous	39
Unreliable	1
No opinion	20
	<u>223%[@]</u>

@ Some respondents gave more than one answer

III. Relationship between Media Exposure and Attitudes towards America

Section 1: Exposure and Opinions Concerning Areas of American Life

In the preceding two chapters the extent of exposure to the different types of media, and the attitudes towards Americans and American life were presented. That order of presentation was necessary in order to lead up to the third phase, namely the attempt to answer the question as to whether or not belonging to the audience of particular media has any relationship to attitudes towards the U.S. Indeed this is the primary concern of the entire study.

As a first step therefore, the net gain scores for each of the twelve areas of American life about which questions were asked, were compiled for all individuals according to whether they had been (1) exposed to the various American commercial media, (2) exposed to the USIS media, and (3) whether they had personal contact with German visitors to the U.S. or with Americans here in Germany. The results of this operation are to be seen in the following series of tables.

It will be noted that with few significant exceptions, those people who have contact with any of the types of exposure with which we are concerned have a more favorable attitude towards the areas of American life than those individuals who lack this exposure.

a. American Commercial Media.

Individuals who read American books, attend American movies, or read American newspapers have net gain scores significantly higher in almost every instance than those for individuals who do not engage in these activities. The two exceptions to this rule are the areas of Social Problems and Social Services. We find, more so for the latter than for the former, that even more critical attitudes seem to be held by those people who have more exposure to these forms of commercial American media. Assuming that exposure results in increased knowledge of these subjects, it would appear that there is disapproval of the information which they have obtained; disapproval which is even greater than that which was held with less knowledge.

Net Gain Scores for Areas of American Life
According to Exposure to American Commercial Media

	<u>Read American Books</u>		<u>Attend American Movies</u>		<u>Read American Newspapers</u>	
	Yes	No	Yes	No	Yes	No
<u>Areas:</u>						
Educational and School System	51	30	48	27	56	33
Political Life, Democratic Self- Government and Administration	61	32	51	31	71	36
Social Problems	-13	- 1	- 2	- 4	- 3	- 4
Social Services	-26	- 8	-17	-11	-29	-11
Relationship between Employers and Employees and Trade Union Problems	49	32	43	32	49	34
Religious and Church Life	38	27	40	24	43	29
Family Life	40	26	38	23	46	28
Way of Life and Outlook on Life	62	45	59	43	70	47
Cultural Life	41	28	37	28	41	31
Press, Radio and Television	61	48	61	43	64	50
Economy, Industry and Technology	91	66	83	64	85	70
Agriculture	71	51	64	50	73	54
<u>No. of Cases:</u>	<u>319</u>	<u>950</u>	<u>522</u>	<u>747</u>	<u>124</u>	<u>1145</u>

b. USIS Media.

As was found for those who have contact with commercial American media, individuals exposed to USIS media hold considerably more favorable opinions of most areas of American life than is the case for those who are not exposed. Here, too, (see table below) exposure results in less favorable, even more critical opinions of the same two areas - Social Services and Social Problems - as was noted previously.

Net Gain Scores for Areas of American Life
According to Exposure to USIS Media

	<u>Voice</u> <u>of America</u>		<u>USIS Films</u>		<u>Amerika-Haus</u> <u>Visitors</u>	
	Yes	No	Yes	No	Yes	No
<u>Areas:</u>						
Educational and School System	41	23	59	32	55	34
Political Life, Democratic Self-						
Government and Administration	47	24	61	37	60	38
Social Problems	- 6	0	4	- 5	-11	- 3
Social Services	-19	- 3	-20	-12	-24	-12
Relationship between Employers						
and Employees and Trade Union						
Problems	40	27	41	35	39	36
Religious and Church Life	36	19	43	29	48	29
Family Life	33	22	37	28	29	30
Way of Life and Outlook on Life	55	39	61	48	57	49
Cultural Life	34	26	45	30	25	32
Press, Radio and Television	58	36	64	49	67	50
Economy, Industry and Technology	80	57	89	70	90	71
Agriculture	62	42	67	54	63	55
<u>No. of Cases:</u>	<u>851</u>	<u>418</u>	<u>160</u>	<u>1109</u>	<u>99</u>	<u>1170</u>

c. Personal Contact with German Visitors to the U.S. and with Americans

Even a hasty examination of the table below reveals that the trends previously commented upon concerning more favorable reactions to areas of American life by those people with exposure as against those who are not similarly exposed, holds true here also. By and large, having heard of the impressions of visitors to the U.S. or having a personal acquaintance with an American is accompanied by a higher positive net gain on the scalometer.

In the fields of Social Services and Social Problems criticisms become stronger after contact with German visitors to the U.S. or upon acquaintance with an American.

Net Gain Scores for Areas of American Life According to Personal Contact with German Visitors to the U.S., or with Americans

	<u>German Visitors</u> <u>to the U.S.</u>		<u>Americans</u>	
	Yes	No	Yes	No
<u>Areas:</u>				
Educational and School System	47	26	45	32
Political Life, Democratic Self-				
Government and Administration	52	29	57	31
Social Problems	- 5	- 2	-10	- 2
Social Services	-20	- 8	-22	- 9
Relationship between Employers				
and Employees and Trade Union				
Problems	45	29	46	32
Religious and Church Life	37	24	37	27
Family Life	36	24	37	25
Way of Life and Outlook on Life	63	40	55	48
Cultural Life	40	24	34	32
Press, Radio and Television	60	44	60	47
Economy, Industry and Technology	84	62	86	66
Agriculture	67	47	68	51
<u>No. of Cases:</u>	<u>567</u>	<u>702</u>	<u>394</u>	<u>875</u>

d. Significant Findings.

The finding that individuals who read American newspapers, or books, or who listen to the Voice of America, or attend USIS film showings hold more favorable attitudes towards American life is not particularly startling since it is in accord with expectations. People who either have the initial interest or pro-American bias that leads them to such action might well either have this more favorable opinion before exposure or acquire it as a result of exposure.

The surprising finding in this chapter is rather the apparent fact that without exception exposure to American commercial media, to USIS media, to German visitors to the U.S., or even to Americans here in Germany is associated with increased critical judgment of the two areas of American life which other studies have already pointed out as two areas of concern. Why should it be that while in all other areas there is increased favorable response when there is exposure to some form of Americana, in these two areas there is a difference which goes in exactly the opposite direction? What are the Germans hearing about these two areas? Are they being misled by incorrect information? Or are they hearing correctly, but nevertheless disapprove of what they learn? An important problem has been unearthed.

Section 2: The Relative Influence of the Media

Having determined that exposure to American commercial media, to USIS media, to visitors, and to Americans on the whole is positively correlated with a more favorable opinion of areas of American life, as exemplified by the relative net gain scores of the scalometer, the next problem was to attempt to ascertain the relative rank order of the four types of exposure in their association with a more favorable opinion. In short, knowing that exposure is associated with a more favorable attitude towards certain areas of American life, the question is - which of the four has the most favorable relationship, which is second, which is third, and which is last?

So far, when examining the results for those people who are exposed to American commercial media, to USIS media, etc. each group has been handled as a unit. Such a procedure was necessary for preliminary analyses, but should not be taken to mean that the groups were mutually exclusive. We know that such is definitely not the fact. As was shown in Chapter I, there is a considerable degree of overlap in exposure to the different sources (approximately 60% have exposed themselves to two or more of the four types - while over a third had exposure to three or four). Because of the large number of combinations, it was necessary to devise a method that would permit inclusion of all information contained in the various combinations and at the same time untangle the various factors for straightforward comparisons.

The technique which was adopted to solve this problem again made use of the net score device. This time, however, instead of taking the net score itself, interest was centered upon the differences between net scores.

This procedure of securing differences in net gain scores on the scalometer permitted the introduction of one factor at a time under controlled situations. Comparisons were made when the groups being compared differed in one respect only, the one undergoing scrutiny (no matter how much they had in common). The philosophy behind the procedure, of course, considers that when two groups are compared, possessing many factors in common, but differing only in one respect, any ultimate variation in behavior which is noted is likely to be due to the odd factor.

The following procedure is illustrative of the methodology to which the basic tables (see pages 35/36) were subjected. The first and simplest step was to compare for example, the net scores of those who only had USIS media exposure and those who only had exposure to American commercial media. Notation was then made as to which group had a more favorable opinion and by how many points for each of the areas of American life. The second step entailed similar computations for those individuals who in addition to either USIS or American commercial media had also been exposed to visitors to the U.S. In the third step, the factor of knowing Americans was added to the two basic groups. Finally, the net differences were computed for those who had both knowledge of Americans and German visitors to the U.S., but who differed only in the fact that one group had the third factor of USIS media while the other had exposure to the American commercial media. A final net difference of all net scores was then calculated. The resulting figures showed which of the two media undergoing the comparison had a more favorable association with the areas of American life about which opinions had been secured.

In a similar fashion comparisons were made of USIS media and exposure to Americans; of USIS media and exposure to German visitors to the U.S.; of those knowing visitors to the U.S., and those knowing Americans; of those with exposure to American commercial media and those knowing Americans personally; and of those with exposure to American commercial media and those knowing German visitors to the U.S.

The six tables showing the two-way comparisons of the four factors (types of exposure) will be found in the Appendix. The following is a summary table which allows a generalization to be made concerning the apparently greater association certain of the factors have with pro-American opinion than others have.

Utilizing the final differences in net gains as additive index numbers there emerges as the end product a picture of visitors to the U.S. as the type of exposure most often related to favorable attitudes towards America. USIS media appear to be the second most important, while Americans themselves seem to be last, behind American commercial media. The results are most striking because of the internal consistency of the pattern.

For example, there is a difference of some one hundred "points" between each media type when they are arranged in rank-order. As another example, there is the difference between the first and fourth place media (220) which is greater than that between the second and fourth (185), which in turn is greater than that between the third and fourth (101). Similarly the first place media has an excess of 120 points over the third place media, while the second place has only 85 points over the third place media.

Excess of Net Gain Scores
in Media vs Media Comparisons*

	I German Visitors to the US.	II USIS Media	III American Commercial Media	IV Americans	TOTAL POINTS
Visitors I		I by 46	I by 120	I by 220	386
USIS Media II			II by 85	II by 185	270
American Commercial Media III				III by 101	101
Americans IV					-

* Defined as difference in net gain scores regardless of actual figures e.g. in area of American education the net gain score of people only exposed to American commercial media is +32, while those with USIS media exposure only have +21. The difference of 11 points in favor of the first group would be one of the figures algebraically totalled in order to derive the excess points reported in the table.

Basic Table of Net Gain by Media Combinations

	German					German			
	American Commercial Media Only	USIS Media to the US Only	German Visitors to the US Only	USIS Media to the Americans Only	USIS Media and American Commercial Media	USIS Media to the US and American Commercial Media	German Visitors to the US and American Commercial Media	USIS Media to the Americans and American Commercial Media	
	(50)	(187)	(44)	(27)	(119)	(28)	(94)	(13)	(43)
<u>Areas of American Life:</u>									
Education	+32	+21	+22	0	+44	+43	+40	+39	+26
Political Life	+26	+22	+25	+23	+43	+39	+43	+8	+52
Social Problems	+2	-8	+9	-5	+6	-14	-6	0	-5
Social Services	+18	-9	-12	-9	-13	-10	-14	-24	-12
Employer/Employee Relations	+30	+18	+25	+31	+38	+24	+47	+24	+54
Religious Life	+36	+26	+20	+9	+27	+24	+30	+24	+44
Family Life	+34	+18	+19	+18	+41	+17	+21	-15	+26
Way of Life	+62	+35	+49	+31	+53	+43	+63	+53	+49
Cultural Life	+18	+24	+34	+41	+34	+54	+45	+30	+19
Press, Radio, Television	+50	+38	+36	+23	+63	+22	+61	+69	+53
Economy, Industry, Technology	+68	+57	+66	+64	+80	+86	+86	+76	+84
Agriculture	+42	+49	+45	+32	+52	+54	+71	+54	+59
<u>AVERAGE:</u>	+35	+24	+28	+22	+39	+32	+41	+28	+37

Basic Table of Net Gain by Group Combinations

Areas of American Life:	German Visitors to the US					Americans, German Visitors to the US and American Commercial Media		No Contact
	(13)	(153)	(68)	(14)	(42)	(178)	(201)	
Education	+46	+53	+49	+36	+48	+55	+13	
Political Life	+46	+51	+63	+71	+60	+66	+13	
Social Problems	0	- 2	-17	-21	-14	- 8	+ 3	
Social Services	-15	-19	-22	- 8	-29	-27	- 1	
Employer/Employee Relations	+23	+46	+36	+43	+47	+54	+23	
Religious Life	+31	+47	+43	+14	+36	+44	+10	
Family Life	+53	+44	+33	+65	+46	+42	+17	
Way of Life	+85	+70	+49	+65	+79	+55	+24	
Cultural Life	+38	+47	+37	+42	+40	+32	+15	
Press, Radio, Television	+38	+66	+63	+51	+66	+65	+30	
Economy, Industry, Technology	+77	+86	+89	+86	+79	+92	+39	
Agriculture	+69	+67	+73	+86	+66	+74	+32	
AVERAGE:	+41	+46	+41	+44	+44	+45	+18	

Section 3: Experimental Analysis of Influence Factors

The experiment reported on in conclusion was intended as a means of recognizing the determining factors in the sphere of the respondent's reactions to the areas of American life selected for investigation. The aim was to learn whether exposure to media is more apt to condition a person's thinking regardless of his social and educational background or whether, on the contrary, dispositions resulting from learning and social surroundings are decisive and not significantly alterable by the impact of such media as discussed in this study.

Three factors were selected which best define a person's background, namely, a. socio-economic status, b. education, and c. city size. These three factors were then compared with two contrived groups based on extent of media exposure. These groups were: a. respondents without any media contact or exposed to one American media only, and b. those exposed to two or more types.

MEDIA EFFECT MORE DECISIVE THAN CLASS DISTINCTIONS...

The first table in this section seems to justify the assumption that class distinctions have less to do with opinions concerning different areas of American life than the influence of media of American orientation.

When extent of exposure is held constant, respondents from the middle and high socio-economic levels do not reveal a much more favorable net gain score than is found for lower level respondents; the difference is only 10 for those with little or no exposure, and two for those exposed to two or more media. On the other hand, when socio-economic status is held constant, and extent of exposure is varied, the differences are 18 and 20 points.

	<u>Socio-Economic Status</u>			
	<u>Lower</u>		<u>Middle & Upper</u>	
	Exposed to		Exposed to	
	None or one <u>(191)</u>	Two or more <u>(455)</u>	None or one <u>(313)</u>	Two or more <u>(310)</u>
Favorable	60%	87%	70%	90%
Unfavorable	6	5	6	6
No opinion	<u>34</u>	<u>8</u>	<u>24</u>	<u>4</u>
	100%	100%	100%	100%
<u>NET GAIN*</u>	<u>54</u>	<u>82</u>	<u>64</u>	<u>84</u>

* Average for all areas of American life.

EDUCATION OF LESSER INFLUENCE THAN MEDIA EXPOSURE ...

The subsequent table reveals conformity with what was previously said regarding the social strata. Again, in regard to the formation of opinions, the background determinant - in this case the respondent's education - plays a role secondary in importance to the fact of whether a respondent has heard about America through the media studied in this report or not.

It can be seen that when education is held constant, the differences between the net gain scores for those least and most exposed is 27 and 14. On the other hand, when media exposure is held constant and the level of education allowed to vary, differences of only 9 and 4 are obtained.

EDUCATION

	<u>Elementary School</u>		<u>Beyond Elementary School</u>	
	<u>Exposed to</u> <u>None</u> <u>or One</u> <u>(470)</u>	<u>Two</u> <u>or More</u> <u>(552)</u>	<u>Exposed to</u> <u>None</u> <u>or One</u> <u>(34)</u>	<u>Two</u> <u>or More</u> <u>(213)</u>
Favorable	62%	89%	79%	89%
Unfavorable	5	5	13	9
No opinion	33	6	8	2
	100%	100%	100%	100%
<u>NET GAIN*</u>	<u>57</u>	<u>84</u>	<u>66</u>	<u>80</u>

EXPOSURE TO MEDIA MORE DECISIVE THAN RESIDENCE ...

A scrutiny of net gain scores based on extent of exposure and size of locality of residence seems to verify the assumption that exposure to American media contributes more to a determination of a person's attitude towards the United States than does the influence of his particular surroundings. This does not mean, of course, that there are no differences between the rural population and city dwellers. It is just that the differences due to exposure are greater than those due to residence. For example, within each of the localities, the net gain scores of people with little exposure are 53, 65, and 63 - resulting in differences of 12, and 2 points. Taking the scores of those with more exposure, the net scores of 84, 81 and 84, reveal almost no variation for those living in towns under 5,000, as against localities with 5 to 10,000 and 100,000 and more.

When scores within a locality are studied, differences of 31 points (in areas up to 5,000), 16 points (5,000 to 100,000) and 21 points (over 100,000) are to be noted.

CITY SIZE

	<u>Up to 4,999</u>		<u>5,000 to 100,000</u>		<u>100,000 and more</u>	
	<u>Exposed to</u> <u>None</u> <u>or One</u> <u>(297)</u>	<u>Two</u> <u>or More</u> <u>(235)</u>	<u>Exposed to</u> <u>None</u> <u>or One</u> <u>(117)</u>	<u>Two</u> <u>or More</u> <u>(326)</u>	<u>Exposed to</u> <u>None</u> <u>or One</u> <u>(48)</u>	<u>Two</u> <u>or More</u> <u>(268)</u>
Favorable	58%	90%	73%	87%	68%	90%
Unfavorable	5	6	8	6	5	6
No opinion	37	5	19	7	27	4
	100%	100%	100%	100%	100%	100%
<u>NET GAIN*</u>	<u>53</u>	<u>84</u>	<u>65</u>	<u>81</u>	<u>63</u>	<u>84</u>

* Average for all areas of American life.

The preceding three tables were merely presented as illustrative of the relationship between background factors (such as age, education, socio-economic status, occupation, etc.) which usually do have some bearing upon attitudes which people hold, and exposure to those media of communication with which we have been concerned. While these background factors do appear to exert some influence upon attitudes towards the United States (as reflected in the net gain scores for opinions of areas of American life), this influence is nowhere as great as that ascribable to the influence of the American media reported in this study. Resolution of this question was an important and essential element in the analysis before reliance on the relative rank order of influence of the various types of exposure (discussed in Section 2 of this Chapter) could be accepted.

A P P E N D I X A
(Tables for Chapter II)

AREA: EDUCATION

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	42%	6%	52%..100%	+ 36	1269
<u>Sex:</u>					
Men	44	8	48	+ 36	531
Women	40	5	55	+ 35	738
<u>Education:</u>					
Elementary school	38	5	57	+ 33	1018
Middle school and/or high school w/o diploma	57	9	34	+ 48	185
Diploma (Abitur)	60	10	30	+ 50	40
University	50	15	35	+ 35	26
<u>Income:</u>					
Up to 149 DM	34	2	64	+ 32	146
150 to 299 DM	34	8	58	+ 26	308
300 to 399 DM	44	3	53	+ 41	296
400 to 499 DM	47	9	44	+ 38	163
500 DM and more	56	9	35	+ 47	266
No answer	25	3	72	+ 22	90
<u>Opinion Leadership Scale:*</u>					
Very active	53	13	34	+ 40	110
Somewhat active	45	6	49	+ 39	297
Remainder	40	5	55	+ 35	862
<u>Socio-Economic Status:</u>					
Upper classes	54	16	30	+ 38	50
Middle classes	46	7	47	+ 39	597
Lower classes	38	4	58	+ 34	622
<u>Age:**</u>					
Up to 29	50	5	45	+ 45	239
30 to 39	48	5	47	+ 43	224
40 to 49	39	9	52	+ 30	307
50 to 59	38	8	54	+ 30	264
60 years and over	37	4	59	+ 33	230
<u>Party Preference:</u>					
SPD	52	8	40	+ 44	245
CDU/CSU	45	4	51	+ 41	325
FDP	59	7	34	+ 52	61
Other parties	42	6	52	+ 36	88
No party	40	11	49	+ 29	246
No party preference stated	29	4	67	+ 25	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:</u>					
Professionals	43%	19%	38%	+ 24	47
Businessmen	43	13	44	+ 30	95
White-collar workers	54	10	36	+ 44	134
Skilled laborers	45	6	49	+ 39	129
Semi-skilled laborers	42	5	53	+ 37	120
Farmers, farmhands	31	8	61	+ 23	103
Housewives	40	3	57	+ 37	434
Students & apprentices	53	2	45	+ 51	57
Pensioners & retired	37	6	57	+ 31	150
<u>Religion:</u>					
Catholics	41	6	53	+ 35	590
Protestants	41	7	52	+ 34	628
Others	56	-	44	+ 56	25
No religion	61	8	31	+ 53	26
<u>Origin:</u>					
Natives	41	7	52	+ 34	999
Expellees, refugees	45	6	49	+ 39	270
<u>City Size:</u>					
Up to 5,000	34	6	60	+ 28	533
5,000 to 24,999	40	7	53	+ 33	254
25,000 to 99,999	59	9	32	+ 50	126
100,000 and more	49	5	46	+ 44	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	50	2	48	+ 48	106
Lower Saxony	37	6	57	+ 31	182
North Rhine/Westphalia	45	4	51	+ 41	337
Hesse	50	6	44	+ 44	118
Rhineland/Palatinate	39	7	54	+ 32	85
Wuerttemberg/Baden	34	5	61	+ 29	193
Bavaria	40	13	47	+ 27	247
<u>Former Zones of Occupation:</u>					
American Zone	41	9	50	+ 32	496
British Zone	43	4	53	+ 39	617
French Zone	39	7	54	+ 32	156

AREA: POLITICAL LIFE

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	45%	5%	50%..100%	+ 40	1269
<u>Sex:</u>					
Men	58	7	35	+ 51	531
Women	35	4	61	+ 31	738
<u>Education:</u>					
Elementary school	39	5	56	+ 34	1018
Middle school and/or high school w/o diploma	65	5	30	+ 60	185
Diploma (Abitur)	68	20	12	+ 48	40
University	87	8	15	+ 69	26
<u>Income:</u>					
Up to 149 DM	30	2	68	+ 28	146
150 to 299 DM	33	5	62	+ 28	308
300 to 399 DM	45	4	51	+ 41	296
400 to 499 DM	61	8	31	+ 53	163
500 DM and more	61	9	30	+ 52	266
No answer	29	4	67	+ 25	90
<u>Opinion Leadership Scale:*</u>					
Very active	68	6	24	+ 60	110
Somewhat active	54	5	41	+ 49	297
Remainder	39	5	56	+ 34	862
<u>Socio-Economic Status:</u>					
Upper classes	68	14	18	+ 54	50
Middle classes	54	5	41	+ 49	597
Lower classes	34	6	60	+ 28	622
<u>Age:**</u>					
Up to 29	48	6	46	+ 42	239
30 to 39	50	4	46	+ 46	224
40 to 49	46	6	48	+ 40	307
50 to 59	43	7	50	+ 36	264
60 years and more	37	5	58	+ 32	230
<u>Party preference:</u>					
SPD	59	6	35	+ 53	245
CDU/CSU	54	4	42	+ 50	325
FDP	67	7	26	+ 60	61
Other parties	42	8	50	+ 34	88
No party	41	8	51	+ 33	246
No party preference stated	23	4	73	+ 19	304

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* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:</u>					
Professionals	68%	11%	21%..100%	+ 57	47
Businessmen	56	13	31	+ 43	95
White-collar workers	63	10	27	+ 53	134
Skilled laborers	52	3	45	+ 49	129
Semi-skilled laborers	44	5	51	+ 39	120
Farmers, farmhands	44	2	54	+ 42	103
Housewives	32	4	64	+ 28	434
Students & apprentices	61	2	37	+ 59	57
Pensioners & retired	38	6	56	+ 32	150
<u>Religion:</u>					
Catholics	44	6	50	+ 38	590
Protestants	44	6	50	+ 38	628
Others	40	4	56	+ 36	25
No religion	73	4	23	+ 69	26
<u>Origin:</u>					
Natives	44	6	50	+ 38	999
Expellees, refugees	47	5	48	+ 42	270
<u>City Size:</u>					
Up to 5,000	35	4	61	+ 31	533
5,000 to 24,999	49	6	45	+ 43	254
25,000 to 99,999	54	6	40	+ 48	126
100,000 and more	54	6	40	+ 48	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	39	6	55	+ 33	106
Lower Saxony	39	5	56	+ 34	182
North Rhine/Westphalia	52	4	44	+ 48	337
Hesse	49	7	44	+ 42	118
Rhineland/Palatinate	40	7	53	+ 33	85
Wuerttemberg/Baden	41	3	56	+ 38	194
Bavaria	45	8	47	+ 37	247
<u>Former Zones of Occupation:</u>					
American Zone	45	7	48	+ 38	496
British Zone	46	5	49	+ 41	617
French Zone	41	4	55	+ 37	156

AREA: SOCIAL PROBLEMS

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	26%	30%	44%..100%	+ 4	1269
<u>Sex:</u>					
Men	30	38	32	- 8	531
Women	23	24	53	- 1	738
<u>Education:</u>					
Elementary school	24	25	51	- 1	1018
Middle school and/or high school w/o diploma	34	47	19	- 13	185
Diploma (Abitur)	38	50	12	- 12	40
University	27	65	8	- 38	26
<u>Income:</u>					
Up to 149 DM	21	18	61	+ 3	146
150 to 299 DM	21	19	60	+ 2	308
300 to 399 DM	22	33	45	- 11	296
400 to 499 DM	34	37	29	- 3	163
500 DM and more	36	45	19	- 9	266
No answer	21	18	61	+ 3	90
<u>Opinion Leadership Scale:*</u>					
Very active	39	42	19	- 3	110
Somewhat active	27	37	36	- 10	297
Remainder	24	26	50	- 2	862
<u>Socio-Economic Status:</u>					
Upper classes	38	44	18	- 6	50
Middle classes	27	36	37	- 9	597
Lower classes	24	23	53	+ 1	622
<u>Age:**</u>					
Up to 29	28	35	37	- 7	239
30 to 39	29	30	41	- 1	224
40 to 49	26	30	44	- 4	307
50 to 59	25	28	47	- 3	264
60 years and over	22	25	53	- 3	230
<u>Party Preference:</u>					
SPD	37	34	29	+ 3	245
CDU/CSU	30	32	38	- 2	325
FDP	28	46	26	- 18	61
Other parties	27	26	47	+ 1	88
No party	24	32	44	- 8	246
No party preference stated	15	20	65	- 5	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:-</u>					
Professionals	23%	60%	17%..100%	- 37	47
Businessmen	32	39	29	- 7	95
White-collar workers	33	44	23	- 11	134
Skilled laborers	30	37	33	- 7	129
Semi-skilled laborers	18	32	50	- 14	120
Farmers, farmhands	27	20	53	+ 7	103
Housewives	22	20	58	+ 2	434
Students & apprentices	35	30	35	+ 5	57
Pensioners & retired	27	28	45	- 1	150
<u>Religion:</u>					
Catholics	25	30	45	- 5	590
Protestants	27	29	44	- 2	628
Others	12	40	48	- 28	25
No religion	35	38	27	- 3	26
<u>Origin:</u>					
Natives	25	31	44	- 6	999
Expellees, refugees	31	25	44	+ 6	270
<u>City Size:</u>					
Up to 5,000	21	22	57	- 1	533
5,000 to 24,999	30	27	43	+ 3	254
25,000 to 99,999	31	45	24	- 14	126
100,000 and more	29	39	32	- 10	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	33	24	43	+ 9	106
Lower Saxony	27	18	55	+ 9	182
North Rhine/Westphalia	30	36	34	- 6	337
Hesse	24	36	40	- 12	118
Rhineland/Palatinate	22	31	47	- 9	85
Wuerttemberg/Baden	18	27	55	- 9	194
Bavaria	26	32	42	- 6	247
<u>Former Zones of Occupation:</u>					
American Zone	22	34	44	- 12	496
British Zone	30	28	42	+ 2	617
French Zone	23	23	54	0	156

AREA: SOCIAL SERVICES

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	22%	35%	43%..100%	- 13	1269
<u>Sex:</u>					
Men	26	40	34	- 14	531
Women	20	32	48	- 12	738
<u>Education:</u>					
Elementary school	22	33	45	- 11	1018
Middle school and/or high school w/o diploma	25	42	33	- 17	185
Diploma (Abitur)	25	55	20	- 30	40
University	19	58	23	- 39	26
<u>Income:</u>					
Up to 149 DM	19	16	65	+ 3	146
150 to 299 DM	23	31	46	- 8	308
300 to 399 DM	20	37	43	- 17	296
400 to 499 DM	30	39	31	- 9	163
500 DM and more	24	48	28	- 24	266
No answer	14	29	57	- 15	90
<u>Opinion Leadership Scale:*</u>					
Very active	24	58	18	- 34	110
Somewhat active	25	38	37	- 13	297
Remainder	21	31	48	- 10	862
<u>Socio-Economic Status:</u>					
Upper classes	20	58	22	- 38	50
Middle classes	23	40	37	- 17	597
Lower classes	22	29	49	- 7	622
<u>Age:**</u>					
Up to 29	22	38	40	- 16	239
30 to 39	25	37	38	- 12	224
40 to 49	21	36	43	- 15	307
50 to 59	18	40	42	- 22	264
60 years and over	27	24	49	+ 3	230
<u>Party Preference:</u>					
SPD	35	37	28	- 2	245
CDU/CSU	24	42	34	- 18	325
FDP	23	51	26	- 28	61
Other parties	27	27	46	0	88
No party	17	35	48	- 18	246
No party preference stated	12	26	62	- 14	304

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* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:</u>					
Professionals	15%	53%	32%..100%	- 38	47
Businessmen	21	44	35	- 23	95
White-collar workers	19	56	25	- 37	134
Skilled laborers	30	33	37	- 3	129
Semi-skilled laborers	22	40	38	- 18	120
Farmers, farmhands	19	24	57	- 5	103
Housewives	21	30	49	- 9	434
Students & apprentices	24	32	44	- 8	57
Pensioners & retired	25	29	46	- 4	150
<u>Religion:</u>					
Catholics	23	34	43	- 11	590
Protestants	20	37	43	- 17	628
Others	20	40	40	- 20	25
No religion	30	35	35	- 5	26
<u>Origin:</u>					
Natives	21	36	43	- 15	999
Expellees, refugees	26	33	41	- 7	270
<u>City Size:</u>					
Up to 5,000	19	28	53	- 9	533
5,000 to 24,999	23	38	39	- 15	254
25,000 to 99,999	21	50	29	- 29	126
100,000 and more	27	39	34	- 12	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	20	36	44	- 16	106
Lower Saxony	20	30	50	- 10	182
North Rhine/Westphalia	31	36	33	- 5	337
Hesse	22	33	45	- 11	118
Rhineland/Palatinate	18	35	47	- 17	85
Wuerttemberg/Baden	13	38	49	- 25	194
Bavaria	21	37	42	- 16	247
<u>Former Zones of Occupation:</u>					
American Zone	19	37	44	- 18	496
British Zone	26	34	40	- 8	617
French Zone	17	33	50	- 16	156

AREA: EMPLOYER-EMPLOYEE RELATIONSHIP

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	45%	9%	46%...100%	+ 36	1269
<u>Sex:</u>					
Men	55	10	35	+ 45	531
Women	38	8	54	+ 30	738
<u>Education:</u>					
Elementary school	43	7	50	+ 36	1018
Middle school and/or high school w/o Diploma	52	16	32	+ 36	185
Diploma (Abitur)	58	15	27	+ 43	40
University	62	19	19	+ 43	26
<u>Income:</u>					
Up to 149 DM	34	2	64	+ 32	146
150 to 299 DM	39	6	55	+ 33	308
300 to 399 DM	44	8	48	+ 36	296
400 to 499 DM	59	9	32	+ 50	163
500 DM and more	56	16	28	+ 40	266
No answer	26	11	63	+ 15	90
<u>Opinion Leadership Scale:*</u>					
Very active	64	18	18	+ 46	110
Somewhat active	54	9	37	+ 45	297
Remainder	39	8	53	+ 31	862
<u>Socio-Economic Status:</u>					
Upper classes	52	22	26	+ 30	50
Middle classes	49	9	42	+ 40	597
Lower classes	40	8	52	+ 32	622
<u>Age:**</u>					
Up to 29	47	14	39	+ 33	239
30 up to 39	49	5	46	+ 44	224
40 up to 49	41	12	47	+ 29	307
50 up to 59	46	8	46	+ 38	264
60 years and above	42	5	53	+ 37	230
<u>Party Preference:</u>					
SPD	60	10	30	+ 50	245
CDU/CSU	54	10	36	+ 44	325
FDP	62	12	26	+ 50	61
Other parties	42	2	56	+ 40	88
No party	39	12	49	+ 27	246
No party preference stated	25	6	69	+ 19	304

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* Determined by political and organizational participation.

** Total of age categories add to less than the 1,269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:</u>					
Professionals	55%	15%	30%...100%	+ 40	47
Businessmen	55	10	35	+ 45	95
White-collar workers	53	17	30	+ 36	134
Skilled laborers	61	8	31	+ 53	129
Semi-skilled laborers	50	9	41	+ 41	120
Farmers, farmhands	31	9	60	+ 22	103
Housewives	36	7	57	+ 29	434
Students & apprentices	49	11	40	+ 38	57
Pensioners & retired	45	5	50	+ 40	150
<u>Religion:</u>					
Catholics	44	9	47	+ 35	590
Protestants	44	9	47	+ 35	628
Others	44	12	44	+ 32	25
No religion	65	12	23	+ 53	26
<u>Origin:</u>					
Natives	44	10	46	+ 34	999
Expellees, refugees	50	5	45	+ 45	270
<u>City Size:</u>					
Up to 5,000	34	6	60	+ 28	533
5,000 to 24,999	47	9	44	+ 38	254
25,000 to 99,999	59	12	29	+ 47	126
100,000 and more	55	12	33	+ 43	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	51	6	43	+ 45	106
Lower Saxony	43	6	57	+ 37	182
North Rhine/Westphalia	55	9	36	+ 46	337
Hesse	41	14	45	+ 27	118
Rhineland/Palatinate	42	14	44	+ 28	85
Wuerttemberg/Baden	35	6	59	+ 29	194
Bavaria	40	11	49	+ 29	247
<u>Former Zones of Occupation:</u>					
American Zone	40	10	50	+ 30	496
British Zone	51	8	41	+ 43	617
French Zone	37	10	53	+ 27	156

AREA: RELIGIOUS LIFE

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population.</u>	44%	14%	42%..100%	+ 30	1269
<u>Sex:</u>					
Men	46	15	39	+ 31	531
Women	43	13	44	+ 30	738
<u>Education:</u>					
Elementary school	41	12	47	+ 29	1018
Middle school and/or high school w/o Diploma	54	24	22	+ 30	185
Diploma (Abitur)	73	15	12	+ 58	40
University	77	15	8	+ 62	26
<u>Income:</u>					
Up to 149 DM	38	7	55	+ 31	146
150 to 299 DM	37	11	52	+ 26	308
300 to 399 DM	46	12	42	+ 34	296
400 to 499 DM	52	18	30	+ 34	163
500 and more DM	56	19	25	+ 37	266
No answer	27	17	56	+ 10	90
<u>Opinion Leadership Scale*:</u>					
Very active	57	24	19	+ 33	110
Somewhat active	47	15	38	+ 32	297
Remainder	42	13	45	+ 29	862
<u>Socio-Economic Status:</u>					
Upper classes	58	22	20	+ 36	50
Middle classes	50	15	35	+ 35	597
Lower classes	38	12	50	+ 26	622
<u>Age**:</u>					
Up to 29	47	14	39	+ 33	239
30 up to 39	51	15	34	+ 36	224
40 up to 49	45	15	40	+ 30	307
50 up to 59	42	12	46	+ 30	264
60 and above	37	13	50	+ 24	230
<u>Party Preference:</u>					
SPD	52	13	35	+ 39	245
CDU/CSU	52	16	32	+ 36	325
FDP	51	20	29	+ 31	61
Other parties	42	13	45	+ 29	88
No party	42	18	40	+ 24	246
No party preference stated	31	9	60	+ 22	304

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* Determined by political and organizational participation..

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

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	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of Cases</u>
<u>Occupation:</u>					
Professionals	64%	19%	17%..100%	+ 45	47
Businessmen	45	16	39	+ 29	95
White-collar workers	57	20	23	+ 37	134
Skilled laborers	42	14	44	+ 28	129
Semi-skilled laborers	39	13	48	+ 26	120
Farmers, farmhands	37	13	50	+ 24	103
Housewives	43	12	45	+ 31	434
Students, apprentices	38	11	51	+ 27	57
Pensioners, retired	43	14	43	+ 29	150
<u>Religion:</u>					
Catholics	44	15	41	+ 29	590
Protestants	45	13	42	+ 32	628
Others	40	12	48	+ 28	25
No religion	54	11	35	+ 43	26
<u>Origin:</u>					
Natives	43	15	42	+ 28	999
Expellees, refugees	50	12	38	+ 38	270
<u>City Size:</u>					
Up to 5,000	36	12	52	+ 24	533
5,000 to 24,999	49	17	34	+ 32	254
25,000 to 99,999	52	23	25	+ 29	126
100,000 and more	51	12	37	+ 39	356
<u>Land:</u>					
Schleswig/Holstein,					
Hamburg, Bremen	41	13	46	+ 28	106
Lower Saxony	45	12	43	+ 33	182
North Rhine/Westphalia	45	19	36	+ 26	337
Hesse	51	6	43	+ 45	118
Rhineland/Palatinate	46	13	41	+ 33	85
Wuerttemberg/Baden	39	12	49	+ 27	194
Bavaria	46	14	40	+ 32	247
<u>Former Zones of Occupation:</u>					
American Zone	46	11	43	+ 35	496
British Zone	44	16	40	+ 28	617
French Zone	40	15	45	+ 25	156

AREA: FAMILY LIFE

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	47%	18%	35%..100%	+ 29	1269
<u>Sex:</u>					
Men	48	20	32	+ 28	531
Women	47	17	36	+ 30	738
<u>Education:</u>					
Elementary school	45	17	38	+ 28	1018
Middle school and/or high school w/o diploma	59	20	21	+ 39	185
Diploma (Abitur)	57	35	8	+ 22	40
University	50	31	19	+ 19	26
<u>Income:</u>					
Up to 149 DM	35	11	54	+ 24	146
150 to 299 DM	52	9	39	+ 43	308
300 to 399 DM	43	19	38	+ 24	296
400 to 499 DM	52	22	26	+ 30	163
500 DM and more	55	27	18	+ 28	266
No answer	37	21	42	+ 16	90
<u>Opinion Leadership Scale:*</u>					
Very active	61	25	14	+ 36	110
Somewhat active	49	20	31	+ 29	297
Remainder	45	16	39	+ 29	862
<u>Socio-Economic Status:</u>					
Upper classes	58	26	16	+ 32	50
Middle classes	50	22	28	+ 28	597
Lower classes	44	14	42	+ 30	622
<u>Age:**</u>					
Up to 29	55	18	27	+ 37	239
30 to 39	51	21	28	+ 30	224
40 to 49	47	19	34	+ 28	307
50 to 59	44	18	38	+ 26	264
60 and above	39	15	46	+ 24	230
<u>Party Preference:</u>					
SPD	57	18	25	+ 39	245
CDU/CSU	51	22	27	+ 29	325
FDP	64	20	16	+ 44	61
Other parties	45	14	41	+ 31	88
No party	48	18	34	+ 30	246
No party preference stated	32	15	53	+ 17	304

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* Determined by political and organizational participation.

** Total of age categories add to less than the 1,269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor-</u> <u>able</u>	<u>Unfavor-</u> <u>able</u>	<u>No</u> <u>opinion</u>	<u>Net</u> <u>Gain</u>	<u>No. of</u> <u>cases</u>
<u>Occupation:</u>					
Professionals	47%	30%	23%..100%	+ 17	47
Businessmen	46	24	30	+ 22	95
White-collar workers	61	21	18	+ 40	134
Skilled laborers	49	20	31	+ 29	129
Semi-skilled laborers	46	14	40	+ 32	120
Farmers, farmhands	39	16	45	+ 23	103
Housewives	45	15	40	+ 30	434
Students, apprentices	58	19	23	+ 39	57
Pensioners, retired	44	17	39	+ 27	150
<u>Religion:</u>					
Catholics	48	17	35	+ 31	590
Protestants	46	19	35	+ 27	628
Others	44	12	44	+ 32	25
No religion	73	15	12	+ 58	26
<u>Origin:</u>					
Natives	46	19	35	+ 27	999
Expellees, refugees	54	13	33	+ 41	270
<u>City Size:</u>					
Up to 5,000	40	14	46	+ 26	533
5,000 to 24,999	52	18	30	+ 34	254
25,000 to 99,999	62	16	22	+ 46	126
100,000 and more	50	24	26	+ 26	356
<u>Land:</u>					
Schleswig/Holstein,					
Hanburg, Bremen	47	22	31	+ 25	106
Lower Saxony	47	11	42	+ 36	102
North Rhine/Westphalia	55	20	25	+ 35	337
Hesse	43	19	38	+ 24	118
Rhineland/Palatinate	43	24	33	+ 19	85
Wuerttemberg/Baden	36	18	46	+ 18	194
Bavaria	50	17	33	+ 33	247
<u>Former Zones of Occupation:</u>					
American Zone	45	18	37	+ 27	496
British Zone	52	17	31	+ 35	617
French Zone	39	21	40	+ 18	156

AREA: WAY OF LIFE

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of Cases</u>
<u>Total Population:</u>	58%	8%	34%..100%	+ 50	1269
<u>Sex:</u>					
Men	63	9	28	+ 54	531
Women	54	8	38	+ 46	738
<u>Education:</u>					
Elementary school	55	7	38	+ 48	1018
Middle school and/or high school w/o Diploma	68	14	18	+ 54	185
Diploma (Abitur)	78	7	15	+ 71	40
University	65	23	12	+ 42	26
<u>Income:</u>					
Up to 149 DM	43	6	51	+ 37	146
150 to 299 DM	48	7	45	+ 41	308
300 to 399 DM	58	6	36	+ 52	296
400 to 499 DM	71	8	21	+ 63	163
500 and more DM	71	12	17	+ 59	266
No answer	51	9	40	+ 42	90
<u>Opinion Leadership Scale*:</u>					
Very active	72	13	15	+ 59	110
Somewhat active	67	8	25	+ 59	297
Remainder	53	7	40	+ 46	862
<u>Socio-Economic Status:</u>					
Upper classes	72	18	10	+ 54	50
Middle classes	63	9	28	+ 54	597
Lower classes	52	7	41	+ 45	622
<u>Age**:</u>					
Up to 29	65	10	25	+ 55	239
30 up to 39	66	7	27	+ 59	224
40 up to 49	59	8	33	+ 51	307
50 up to 59	55	6	39	+ 49	264
60 and above	45	8	47	+ 37	230
<u>Party Preference:</u>					
SPD	73	5	22	+ 68	245
CDU/CSU	62	11	27	+ 51	325
FDP	55	11	34	+ 44	61
Other parties	55	11	34	+ 44	88
No party	58	7	35	+ 51	246
No party preference stated	40	6	54	+ 34	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of Cases</u>
<u>Occupation:</u>					
Professionals	59%	13%	28%..100%	+ 46	47
Businessmen	65	10	25	+ 55	95
White-collar workers	73	13	14	+ 60	134
Skilled laborers	66	8	26	+ 58	129
Semi-skilled laborers	63	5	32	+ 58	120
Farmers, farmhands	43	9	48	+ 34	103
Housewives	53	6	41	+ 47	434
Students, apprentices	67	10	23	+ 57	57
Pensioners, retired	49	10	41	+ 39	150
<u>Religion:</u>					
Catholics	57	9	34	+ 48	590
Protestants	58	7	35	+ 51	628
Others	64	8	28	+ 56	25
No religion	73	15	12	+ 58	26
<u>Origin:</u>					
Natives	57	8	35	+ 49	999
Expellees, refugees	62	7	31	+ 55	270
<u>City Size:</u>					
Up to 5,000	48	6	46	+ 42	533
5,000 to 24,999	61	8	31	+ 53	254
25,000 to 99,999	73	9	18	+ 64	126
100,000 and more	65	11	24	+ 54	356
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	58	11	31	+ 47	106
Lower Saxony	54	6	40	+ 48	182
North Rhine/Westphalia	71	7	22	+ 64	337
Hesse	54	9	37	+ 45	118
Rhineland/Palatinate	47	7	46	+ 40	85
Wuerttemberg/Baden	47	7	46	+ 40	194
Bavaria	57	11	32	+ 46	247
<u>Former Zones of Occupation:</u>					
American Zone	54	10	36	+ 44	496
British Zone	64	7	29	+ 57	617
French Zone	46	6	48	+ 40	156

AREA: CULTURAL LIFE

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population:</u>	44%	12%	44%..100%	+ 32	1269
<u>Sex:</u>					
Men	48	14	38	+ 34	531
Women	41	10	49	+ 31	738
<u>Education:</u>					
Elementary school	41	9	50	+ 32	1018
Middle school and/or high school w/o Diploma	55	22	23	+ 33	185
Diploma (Abitur)	55	32	13	+ 23	40
University	61	27	12	+ 34	26
<u>Income:</u>					
Up to 149 DM	32	8	60	+ 24	146
150 to 299 DM	34	8	58	+ 26	308
300 to 399 DM	45	10	45	+ 35	296
400 to 499 DM	52	17	31	+ 35	163
500 and more DM	58	18	24	+ 40	266
No answer	33	11	56	+ 22	90
<u>Opinion Leadership Scale*:</u>					
Very active	58	21	21	+ 37	110
Somewhat active	54	8	38	+ 46	297
Remainder	38	12	50	+ 26	862
<u>Socio-Economic Status:</u>					
Upper classes	66	22	12	+ 44	50
Middle classes	51	13	36	+ 38	597
Lower classes	35	10	55	+ 25	622
<u>Age**:</u>					
Up to 29	47	15	38	+ 32	239
30 up to 39	47	12	41	+ 35	224
40 up to 49	45	12	43	+ 33	307
50 up to 59	44	10	46	+ 34	264
60 and above	33	11	56	+ 22	230
<u>Party Preference:</u>					
SPD	52	12	36	+ 40	245
CDU/CSU	52	13	35	+ 39	325
FDP	69	15	16	+ 54	61
Other parties	33	12	55	+ 21	88
No party	43	13	44	+ 30	246
No party preference stated	27	9	64	+ 18	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor-</u> <u>able</u>	<u>Unfavor-</u> <u>able</u>	<u>No</u> <u>opinion</u>	<u>Net</u> <u>Gain</u>	<u>No. of</u> <u>Cases</u>
<u>Occupation:</u>					
Professionals	42%	28%	30% .6100%	+ 14	47
Businessmen	57	16	27	+ 41	95
White-collar workers	58	21	21	+ 37	134
Skilled laborers	46	12	42	+ 34	129
Semi-skilled laborers	39	9	52	+ 30	120
Farmers, farmhands	43	4	53	+ 39	103
Housewives	37	9	54	+ 28	434
Students, apprentices	56	12	32	+ 44	57
Pensioners, retired	41	12	47	+ 29	150
<u>Religion:</u>					
Catholics	43	13	44	+ 30	590
Protestants	45	11	44	+ 34	628
Others	32	12	56	+ 20	25
No religion	61	8	31	+ 53	26
<u>Origin:</u>					
Natives	43	12	45	+ 31	999
Expellees, refugees	47	10	43	+ 37	270
<u>City Size:</u>					
Up to 5,000	36	9	55	+ 27	533
5,000 to 24,999	49	9	42	+ 40	254
25,000 to 99,999	53	13	34	+ 40	126
100,000 and more	49	18	33	+ 31	356
<u>Land:</u>					
Schleswig/Holstein,					
Hamburg, Bremen	48	16	36	+ 32	106
Lower Saxony	40	7	53	+ 33	182
North Rhine/Westphalia	53	11	36	+ 42	337
Hesse	44	16	40	+ 28	118
Rhineland/Palatinate	35	10	55	+ 25	85
Wuerttemberg/Baden	29	14	57	+ 15	194
Bavaria	45	13	42	+ 32	247
<u>Former Zones of Occupation:</u>					
American Zone	40	14	46	+ 26	496
British Zone	48	11	41	+ 37	617
French Zone	35	10	55	+ 25	156

AREA: PRESS, RADIO, TELEVISION

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Total Population</u>	59%	7%	34%..100%	+ 52	1269
<u>Sex:</u>					
Men	66	9	25	+ 57	531
Women	53	6	41	+ 47	738
<u>Education:</u>					
Elementary school	55	5	40	+ 50	1018
Middle school and/or high school w/o Diploma	73	14	13	+ 59	185
Diploma (Abitur)	73	22	5	+ 51	40
University	61	31	8	+ 30	26
<u>Income:</u>					
Up to 149 DM	37	3	60	+ 34	146
150 to 299 DM	50	6	44	+ 44	308
300 to 399 DM	59	5	36	+ 54	296
400 to 499 DM	74	10	16	+ 64	163
500 and more DM	76	11	13	+ 65	266
No answer	42	8	50	+ 34	90
<u>Opinion Leadership Scale*:</u>					
Very active	76	10	14	+ 66	110
Somewhat active	69	8	23	+ 61	297
Remainder	53	7	40	+ 46	862
<u>Socio-Economic Status:</u>					
Upper classes	70	12	18	+ 58	50
Middle classes	66	9	25	+ 57	597
Lower classes	51	5	44	+ 46	622
<u>Age**:</u>					
Up to 29	69	7	24	+ 62	239
30 up to 39	58	10	32	+ 48	224
40 up to 49	61	8	31	+ 53	307
50 up to 59	61	6	33	+ 55	264
60 and above	42	7	51	+ 35	230
<u>Party Preference:</u>					
SPD	71	7	22	+ 64	245
CDU/CSU	66	7	27	+ 59	325
FDP	75	10	15	+ 65	61
Other parties	55	5	40	+ 50	88
No party	52	12	36	+ 40	246
No party preference stated	43	4	53	+ 39	304

(Cont'd on next page)

* Determined by political and organizational participation..

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Continued from preceding page)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>No opinion</u>	<u>Net Gain</u>	<u>No. of cases</u>
<u>Occupation:</u>					
Professionals	60%	23%	17%..100%	+ 37	47
Businessmen	63	13	24	+ 50	95
White-collar workers	78	9	13	+ 69	134
Skilled laborers	66	9	25	+ 57	129
Semi-skilled laborers	67	7	26	+ 60	120
Farmers, farmhands	50	5	45	+ 45	103
Housewives	52	5	43	+ 47	434
Students, apprentices	67	5	28	+ 62	57
Pensioners, retired	46	7	47	+ 39	150
<u>Religion:</u>					
Catholics	57	7	36	+ 50	590
Protestants	60	7	33	+ 53	628
Others	60	12	28	+ 48	25
No religion	58	15	27	+ 43	26
<u>Origin:</u>					
Natives	58	8	34	+ 50	999
Expellees, refugees	59	5	36	+ 54	270
<u>City Size:</u>					
Up to 5,000	50	6	44	+ 44	533
5,000 to 24,999	58	8	34	+ 50	254
25,000 to 99,999	72	11	17	+ 61	126
100,000 and more	67	7	26	+ 60	356
<u>Land:</u>					
Schleswig/Holstein,					
Hamburg, Bremen	58	8	34	+ 50	106
Lower Saxony	53	6	41	+ 47	182
North Rhine/Westphalia	71	7	22	+ 64	337
Hesse	62	4	34	+ 58	118
Rhineland/Palatinate	59	7	34	+ 52	85
Wuerttemberg/Baden	50	7	43	+ 43	194
Bavaria	50	11	39	+ 39	247
<u>Former Zones of Occupation:</u>					
American Zone	55	8	37	+ 47	496
British Zone	63	7	30	+ 56	617
French Zone	50	8	42	+ 42	156

AREA: ECONOMY, INDUSTRY, TECHNOLOGY

	Favor- able	Unfavor- able	No Opinion	Net Gain	No. of Cases
<u>Total Population:</u>	7...	2	24, ... 100%	+ 72	1269
<u>Sex</u>					
Men	66	1	13	+ 85	531
Women	65	2	33	+ 63	738
<u>Education:</u>					
Elementary school	69	2	29	+ 67	1018
Middle school and/or high school w/o Diploma	91	2	7	+ 89	185
Diploma (Abitur)	98	-	2	+ 98	40
University	96	-	4	+ 96	26
<u>Income:</u>					
Up to 149 DM	51	1	48	- 50	146
150 to 299 DM	67	3	30	+ 64	308
300 to 399 DM	74	2	24	- 72	296
400 to 499 DM	87	1	12	+ 86	163
500 and more DM	89	2	9	+ 87	266
No answer	66	1	33	+ 65	90
<u>Opinion Leadership Scale*:</u>					
Very active	95	-	5	+ 95	110
somewhat active	82	1	17	+ 81	297
Remainder	69	2	29	+ 67	862
<u>Socio-Economic Status:</u>					
Upper classes	96	-	4	+ 96	50
Middle classes	81	2	17	+ 79	597
Lower classes	66	2	32	+ 64	622
<u>Age**:</u>					
Up to 29	81	2	17	+ 79	239
30 up to 39	77	2	21	+ 75	224
40 up to 49	77	2	21	+ 75	307
50 up to 59	73	3	24	+ 70	264
60 and above	62	1	37	+ 61	230
<u>Party Preference:</u>					
SPD	87	2	11	+ 85	245
CDU/CSU	63	1	16	+ 82	325
FDP	85	-	15	+ 85	61
Other parties	73	1	24	+ 74	88
No party	70	5	25	+ 65	246
No part. preference stated	54	1	45	+ 53	304

(Cont'd on next page)

* Determined by political and organizational participation.

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	<u>Favor-</u> <u>able</u>	<u>Unfavor-</u> <u>able</u>	<u>No</u> <u>Opinion</u>	<u>Net</u> <u>Gain</u>	<u>No. of</u> <u>Cases</u>
<u>Occupation:</u>					
Professionals	92	-	0, ... 100%	+ 92	47
Businessmen	80	2	18	+ 78	95
White-collar workers	91	2	7	+ 89	134
Skilled laborers	85	2	13	+ 83	129
Semi-skilled laborers	75	3	22	+ 72	120
Farmers, farmhands	75	-	25	+ 75	103
Housewives	64	2	34	+ 62	434
Students, apprentices	81	-	19	+ 81	57
Pensioners, retired	67	3	30	+ 64	150
<u>Religion:</u>					
Catholics	71	3	26	+ 68	590
Protestants	76	1	23	+ 75	628
Others	76	4	20	+ 72	25
No religion	92	-	8	+ 92	26
<u>Origin:</u>					
Natives	74	2	24	+ 72	299
Expellees, refugees	73	2	25	+ 71	270
<u>City Size:</u>					
Up to 5,000	67	2	31	+ 65	533
5,000 to 24,999	74	3	23	+ 71	254
25,000 to 99,999	86	1	13	+ 85	126
100,000 and more	80	1	19	+ 79	356
<u>Land:</u>					
Schleswig/Holstein,					
Hamburg, Bremen	79	1	20	+ 78	106
Lower Saxony	74	1	25	+ 73	182
North Rhine/Westphalia	84	1	15	+ 83	337
Hesse	70	4	26	+ 66	118
Rhineland/Palatinate	64	2	34	+ 62	85
Wuerttemberg/Baden	63	1	36	+ 62	194
Bavaria	73	4	23	+ 69	247
<u>Former Zones of Occupation:</u>					
American Zone	72	3	25	+ 69	496
British Zone	80	1	19	+ 79	617
French Zone	58	1	41	+ 57	156

Area: AGRICULTURE

	Favor- able	Unfavor- able	No Opinion	Net Gain	No. of Cases
Total Population	60%	4%	36%...100%	+ 56	1269
Sex:					
Men	72	2	26	+ 70	531
Women	51	6	43	+ 45	738
Education					
Elementary school	58	4	38	+ 54	1018
Middle school and/or high school w/o diploma	70	4	26	+ 66	185
Diploma (Abitur)	65	5	30	+ 60	40
University	73	4	23	+ 69	26
Income:					
Up to 149 D.	39	5	56	+ 34	146
150 to 299 D.	57	3	40	+ 54	303
300 to 399 D.	62	3	35	+ 59	296
400 to 499 D.	69	7	24	+ 62	163
500 and more D.	71	4	25	+ 67	266
No answer	8	5	47	+ 43	90
Opinion Leadership Scale*					
Very active	84	5	11	+ 79	110
Somewhat active	64	2	34	+ 62	297
Remainder	55	5	40	50	362
Socio-Economic Status					
Upper classes	76	4	20	+ 72	50
Middle classes	66	3	31	63	597
Lower classes	53	5	42	+ 48	622
Age:					
Up to 29	63	3	34	+ 60	239
30 up to 39	62	6	32	+ 56	224
40 up to 49	61	3	36	+ 58	307
50 up to 59	62	4	34	+ 58	264
60 and above	50	4	46	+ 46	230
Party Preference					
SPD	71	2	27	+ 69	245
CDU/CSU	70	4	26	+ 66	325
FDP	72	2	26	+ 70	61
Other parties	69	4	27	+ 65	88
No party	57	6	37	+ 51	246
No party preference stated	37	4	59	+ 33	304

(Cont'd on next page)

* Determined by political and organizational participation..

** Total of age categories add to less than the 1269 cases in the sample as 5 respondents did not indicate their age.

(Cont'd from preceding page)

	Favor- able	Unfavor- able	No Opinion	Net Gain	No. of Cases
<u>Occupation:</u>					
Professionals	60	1	39	+ 54	47
Businessmen	66	3	31	+ 63	95
White-collar workers	70	3	27	+ 67	134
Skilled laborers	67	2	31	+ 65	129
Semi-skilled laborers	66	1	33	+ 65	120
Farmers, farmhands	73	3	24	+ 70	103
Housewives	50	6	44	+ 44	434
Students, apprentices	58	-	42	+ 58	57
Pensioners, retired	57	4	39	+ 53	150
<u>Religion:</u>					
Catholics	57	4	39	+ 53	590
Protestants	62	4	34	+ 58	628
Others	50	-	40	+ 60	25
No religion	69	8	23	+ 61	26
<u>Origin:</u>					
Natives	60	4	36	+ 56	159
Expellees, refugees	59	4	37	+ 55	270
<u>City Size:</u>					
Up to 5,000	56	4	40	+ 52	533
5,000 to 24,999	58	6	36	+ 52	254
25,000 to 49,999	70	2	28	+ 68	126
100,000 and more	64	3	33	+ 61	356
<u>Land:</u>					
Schleswig/Holstein,					
Hamburg, Bremen	61	5	34	+ 56	106
Lower Saxony	55	4	41	+ 51	182
North Rhine/Westphalia	64	5	31	+ 59	337
Hesse	58	2	40	+ 56	110
Rhineland/Palatinate	54	6	40	+ 48	85
Wuerttemberg/Baden	58	3	38	+ 56	194
Bavaria	61	4	35	+ 57	247
<u>Former Zones of Occupation:</u>					
American Zone	61	3	36	+ 58	496
British Zone	61	5	34	+ 56	617
French zone	53	5	42	+ 48	156

A P P E N D I X B

(Tables for Chapter III Section 1
on Exposure and Opinions of American Life)

Opinions of American Life (Net Gain) - By Exposure to American Newspapers

<u>Areas of American Life:</u>	<u>Net Gain</u>		<u>Readers</u>			<u>Non-Readers</u>		
	<u>Readers (124)</u>	<u>Non- Readers (1145)</u>	<u>Favor- able</u>	<u>Unfa- vorable</u>	<u>Inde- terminate</u>	<u>Favor- able</u>	<u>Unfa- vorable</u>	<u>Inde- terminate</u>
<u>Education</u>	+56	+33	64%	8%	28%	39%	6%	55%
Political Life	+71	+36	76	5	19	42	6	52
Social Problems	- 3	- 4	40	43	17	24	28	48
Social Services	-29	-11	23	52	25	22	33	45
Employer/Employee Relations	+49	+34	61	12	27	43	9	48
Religious Life	+43	+29	62	19	19	42	13	45
Family Life	+46	+28	66	20	14	46	18	36
Way of Life	+70	+47	80	10	10	55	8	37
Cultural Life	+41	+31	62	21	17	42	11	47
Press, Radio, Television	+64	+50	77	13	10	57	7	36
Economy, Industry, Technology	+85	+70	88	3	9	72	2	26
Agriculture	+73	+54	75	2	23	58	4	38

Opinions of American Life (Net Gain) - By Exposure to American Books

	<u>Net Gain</u>		<u>Readers</u>		<u>Non-Readers</u>		<u>Readers</u>		<u>Non-Readers</u>	
	<u>(319)</u>	<u>(950)</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>
<u>Areas of American Life:</u>										
Education	+51	+30	59%	8%	33%	6%	36%	58%		
Political Life	+61	+32	68	7	25	5	37	58		
Social Problems	-13	- 1	34	47	19	24	23	53		
Social Services	-26	- 8	24	50	26	30	22	48		
Employer/Employee Relations	+49	+32	63	14	23	7	39	54		
Religious Life	+38	+27	59	21	20	12	39	49		
Family Life	+40	+26	63	23	14	16	42	42		
Way of Life	+62	+45	74	12	14	7	52	41		
Cultural Life	+41	+28	62	21	17	9	37	54		
Press, Radio, Television	+61	+48	75	14	11	5	53	42		
Economy, Industry, Technology	+91	+66	92	1	7	2	68	30		
Agriculture	+71	+51	75	4	21	4	55	41		

Opinions of American Life (Net Gain) - By Exposure to American Films

	Net Gain		Visitors				Non-Visitors			
	Visitors (522)	Non-Visitors (747)	Favorable	Unfavorable	Indeterminate		Favorable	Unfavorable	Indeterminate	
<u>Areas of American Life:</u>										
Education	+48	+27	53%	5%	42%		34%	7%	59%	
Political Life	+51	+31	58	7	35		35	4	61	
Social Problems	- 2	- 4	34	36	30		21	25	54	
Social Services	-17	-11	26	43	31		19	30	51	
Employer/Employee Relations	+43	+32	54	11	35		39	7	54	
Religious Life	+40	+24	55	15	30		37	13	50	
Family Life	+38	+23	59	21	20		39	16	45	
Way of Life	+59	+43	69	10	21		50	7	43	
Cultural Life	+37	+28	54	17	29		36	8	56	
Press, Radio, Television	+61	+43	71	10	19		49	6	45	
Economy, Industry, Technology	+83	+64	85	2	13		66	2	32	
Agriculture	+64	+50	67	3	30		55	5	40	

Opinions of American Life (Net Gain) - By Exposure to USIS Films

	<u>Net Gain</u>		<u>Visitors</u>				<u>Non-Visitors</u>			
	<u>Visitors</u> (160)	<u>Non-Visitors</u> (1109)	<u>Favorable</u>	<u>Unfavorable</u>	<u>Indeterminate</u>		<u>Favorable</u>	<u>Unfavorable</u>	<u>Indeterminate</u>	
<u>Areas of American Life:</u>										
Education	+59	+32	65%	6%	29%		38%	6%	5%	
Political Life	+61	+37	67	6	27		42	5	53	
Social Problems	+ 4	- 5	40	36	24		24	29	47	
Social Services	-20	-12	25	45	30		22	34	44	
Employer/Employee Relations	+41	+35	56	15	29		43	8	49	
Religious Life	+43	+29	60	17	23		42	13	45	
Family Life	+37	+28	61	24	15		45	17	38	
Way of Life	+61	+48	72	11	17		56	8	36	
Cultural Life	+45	+30	61	16	23		41	11	48	
Press, Radio, Television	+64	+49	73	9	18		56	7	37	
Economy, Industry, Technology	+89	+70	90	1	9		72	2	26	
Agriculture	+67	+54	73	6	21		58	4	38	

Opinions of American Life (Net Gain) - By Exposure to America Houses

	<u>Net Gain</u>		<u>Visitors</u>		<u>Non-Visitors</u>		<u>Visitors</u>		<u>Non-Visitors</u>	
	<u>(99)</u>	<u>Non-Visitors (1170)</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>
<u>Areas of American Life:</u>										
Education	+ 55	+ 34	65%	10%	25%	40%	6%	54%		
Political Life	+ 60	+ 38	69	9	22	43	5	52		
Social Problems	- 11	- 3	36	47	17	25	28	47		
Social Services	- 24	- 12	28	52	20	22	34	44		
Employer/Employee Relations	+ 39	+ 36	58	19	23	44	8	48		
Religious Life	+ 48	+ 29	64	16	20	43	14	43		
Family Life	+ 29	+ 30	56	27	17	47	17	36		
Way of Life	+ 57	+ 49	70	13	17	57	8	35		
Cultural Life	+ 25	+ 32	54	29	17	43	11	46		
Press, Radio, Television	+ 67	+ 50	77	10	13	57	7	36		
Economy, Industry, Technology	+ 90	+ 71	91	1	8	73	2	25		
Agriculture	+ 63	+ 55	70	7	23	59	4	37		

Opinions of American Life (Net Gain) - By Exposure to "Voice of America" Broadcasts

	<u>Net Gain</u>		<u>Listeners</u>		<u>Non-Listeners</u>		<u>Listeners</u>		<u>Non-Listeners</u>	
	<u>Listeners</u>	<u>Non-Listeners</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Favorable</u>	<u>Unfavorable</u>
	(851)	(418)								
<u>Areas of American Life:</u>										
Education	+ 41	+ 23	48%	7%	45%	28%	5%	67%		
Political Life	+ 47	+ 24	53	6	41	29	5	66		
Social Problems	- 6	0	29	35	36	20	20	60		
Social Services	- 19	- 3	23	42	35	20	23	57		
Employer/Employee Relations	+ 40	+ 27	50	10	40	34	7	59		
Religious Life	+ 36	+ 19	51	15	34	31	12	57		
Family Life	+ 33	+ 22	53	20	27	36	14	50		
Way of Life	+ 55	+ 39	64	9	27	45	6	49		
Cultural Life	+ 34	+ 26	49	15	36	32	6	62		
Press, Radio, Television	+ 58	+ 36	66	8	26	43	7	50		
Economy, Industry, Technology	+ 80	+ 57	82	2	16	59	2	39		
Agriculture	+ 62	+ 42	66	4	30	47	5	48		

Opinions of American Life (Net Gain) - By Exposure to German Visitors to the U.S.

	<u>Net Gain</u>		<u>Know Visitors</u>			<u>Don't know Visitors</u>		
	<u>Know Visitors (567)</u>	<u>Don't know Visitors (702)</u>	<u>Favor- able</u>	<u>Unfa- vorable</u>	<u>Inde- terminate</u>	<u>Favor- able</u>	<u>Unfa- vorable</u>	<u>Inde- terminate</u>
<u>Areas of American Life:</u>								
Education	+ 47	+ 26	54%	7%	39%	32%	6%	62%
Political Life	+ 52	+ 29	58	6	36	34	5	61
Social Problems	- 5	- 2	33	38	29	21	23	56
Social Services	- 20	- 8	26	46	28	19	27	54
Employer/Employee Relations	+ 45	+ 29	56	11	33	36	7	57
Religious Life	+ 37	+ 24	54	17	29	36	12	52
Family Life	+ 36	+ 24	58	22	20	39	15	46
Way of Life	+ 63	+ 40	72	9	19	47	7	46
Cultural Life	+ 40	+ 24	56	16	28	33	9	58
Press, Radio, Television	+ 60	+ 44	69	9	22	50	6	44
Economy, Industry, Technology	+ 84	+ 62	86	2	12	64	2	34
Agriculture	+ 67	+ 47	71	4	25	51	4	45

Opinions of American Life (Net Gain) - By Exposure to Americans

	<u>Net Gain</u>		<u>Know Americans</u>			<u>Don't know Americans</u>		
	<u>Know Americans (394)</u>	<u>Don't know Americans (875)</u>	<u>Favor-able</u>	<u>Unfa-vorable</u>	<u>Inde-terminate</u>	<u>Favor-able</u>	<u>Unfa-vorable</u>	<u>Inde-terminate</u>
<u>Areas of American Life:</u>								
Education	+ 45	+ 32	53%	8%	39%	37%	5%	58%
Political Life	+ 57	+ 31	63	6	31	36	5	59
Social Problems	- 10	- 2	32	42	26	23	25	52
Social Services	- 22	- 9	24	46	30	21	30	49
Employer/Employee Relations	+ 46	+ 32	57	11	32	40	8	52
Religious Life	+ 37	+ 27	54	17	29	40	13	47
Family Life	+ 37	+ 25	58	21	21	42	17	41
Way of Life	+ 55	+ 48	67	12	21	54	6	40
Cultural Life	+ 34	+ 32	53	19	28	40	8	52
Press, Radio, Television	+ 60	+ 47	70	10	20	53	6	41
Economy, Industry, Technology	+ 86	+ 66	88	2	10	68	2	30
Agriculture	+ 68	+ 51	72	4	24	55	4	41

A P P E N D I X C

(Tables for Chapter III Section 2
on The Relative Influence of The Media)

Net Differences of Opinions* (of American Life)
Based on Exposure to German Visitors to the U.S. or Americans

Areas of American Life:	Only German Vi- Ameri- sitors to cans the U.S.		American Commer- cial Media + German Vi- Ameri- sitors to cans the U.S.		USIS Media + German Vi- Ameri- sitors to cans the U.S.		American Commercial Media, USIS Media + German Vi- Ameri- sitors to cans the U.S.		Excess Favors German Vi- Ameri- sitors to cans the U.S.	
Education	22	4		14		4		44		
Political Life	2	31		9		12		12		
Social Problems	14		14	1		15		14		
Social Services	3	14		2		3		12		
Employer/Employee Relations	6	-	-	7		10		3		
Religious Life	11	-	-	14		4		1		
Family Life	1	32		5		11		39		
Way of Life	18		10			21		43		
Cultural Life	7	24		26		10		53		
Press, Radio, Television	13	47		8		3		24		
Economy, Industry, Technology	2	10		2		3		11		
Agriculture	13	-		12		7		18		
								27	-	220
										(German Visitors to the US

* Figures represent differences between net gain scores.

Net Difference of Opinions* (of American Life)
Based on Exposure to American Commercial Media or German Visitors to the U.S.

Areas of American Life:	Only		USIS Media +		Americans +		USIS		Excess Favors	
	Ameri- can Com- mercial Media	German Visitors to the U.S.	Ameri- can Com- mercial Media	German Visitors to the U.S.	Ameri- can Com- mercial Media	German Visitors to the U.S.	Ameri- can Com- mercial Media	German Visitors to the U.S.	Ameri- can Com- mercial Media	German Visitors to the U.S.
Education	10		4		7		1		8	
Political Life	1		-		38		3			34
Social Problems	7		12		-			3	2	
Social Services	30		1		9		7		29	
Employer/Employee Relations	5			9	1			11		14
Religious Life	16			3			7		13	
Family Life	15		20		68			13		46
Way of Life	13			10	32			30		59
Cultural Life	16			11	8			3		38
Press, Radio, Television	14		2				31		44	
Economy, Industry, Technology	2			6	1		10		5	
Agriculture	3			19	15		7			30
									101	221 - 120

* Figures represent differences between net gain scores.

Net Differences of Opinions* (of American Life)
Based on Exposure to USIS Media or German Visitors to the U.S.

Areas of American Life:	Only German Visitors to USIS Media the U.S.	American Commercial Media + German Visitors to USIS Media the U.S.		Americans + German Visitors to USIS Media the U.S.		American Commercial Media, Americans + German Visitors to USIS Media the U.S.		Excess Favors German Visitors to USIS Media the U.S.	
		American Commercial Media + German Visitors to USIS Media the U.S.	American Commercial Media + German Visitors to USIS Media the U.S.	Americans + German Visitors to USIS Media the U.S.	Americans + German Visitors to USIS Media the U.S.	American Commercial Media, Americans + German Visitors to USIS Media the U.S.	American Commercial Media, Americans + German Visitors to USIS Media the U.S.	USIS Media the U.S.	German Visitors to USIS Media the U.S.
Education	1	1		20		7		13	
Political Life	3	4		6			8	1	
Social Problems	17	20				4			
Social Services	3		3	3			14	2	11
Employer/Employee Relations	7	14		31			7	31	
Religious Life	6	3		13		29		51	
Family Life	1	24			27		32		36
Way of Life	14	10			36		16		56
Cultural Life	10		19		19		5		53
Press, Radio, Television	2	41				12		70	
Economy, Industry, Technology	9		6			3			5
Agriculture	4		2						
				14			13		
								154 -	25
								200 =	46
									(German Visitors to the U.S.)

* Figures represent differences between net gain scores.

Net Differences of Opinions* (of American Life)
Based on Exposure to USIS Media or Americans

	Only USIS <u>Media Americans</u>	American Commercial- cial Media + USIS <u>Media Americans</u>	German Visitors to the U.S. + USIS <u>Media Americans</u>	American Commercial Media, German Visi- tors to the U.S. + USIS <u>Media Americans</u>	Excess Favors USIS <u>Media Americans</u>
<u>Areas of American Life:</u>					
Education	21	5	6	17	37
Political Life		35	3	20	11
Social Problems	3	6	6	19	16
Social Services	-	11	1	11	1
Employer/Employee Relations	13	14	24	3	28
Religious Life	17	3	1	33	52
Family Life	-	56	32	21	3
Way of Life	4	-	22	5	13
Cultural Life	17	4	7	5	1
Press, Radio, Television	15		23	15	47
Economy, Industry, Technology		4	9	-	6
Agriculture	17		2	19	
					$\frac{2}{201 - 16} = 185 \text{ USIS Media}$

* Figures represent differences between net gain scores.

Net Differences of Opinions* (of American Life)
Based on Exposure to USIS or American Commercial Media

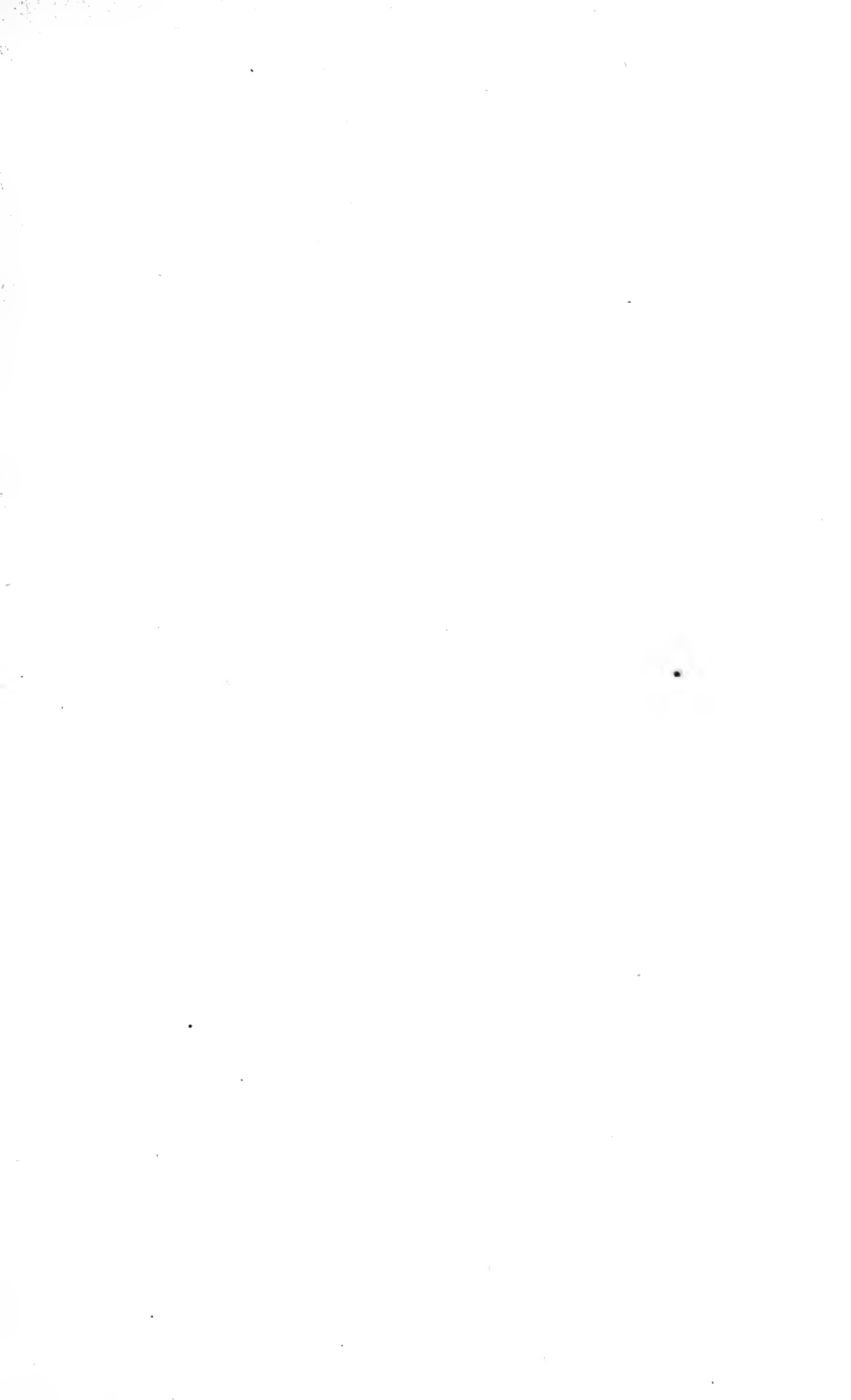
Areas of American Life:	Only American		German Visitors to the US +		Americans + American		Americans, German Visitors to the US +		Excess Favors	
	USIS Media	Commercial Media	USIS Media	Commercial Media	USIS Media	Commercial Media	USIS Media	Commercial Media	USIS Media	American Commercial Media
Education	11		3		13		12		15	
Political Life	4		4			44		11	33	
Social Problems	10		8		5		7		-	
Social Services	27		4			12		21		40
Employer/Employee Relations	12		23			30	4		45	
Religious Life	10		6			20	22		38	
Family Life	16		4			41		19	10	
Way of Life	27		20		4		14		3	
Cultural Life	6			9				2		16
Radio, Press, Television	12		39		16		15		28	
Economy, Industry, Technology	11		-	-		8		7		10
Agriculture	7		17			5		20		
									9	
									166	
									81	
										85 USIS Media

* Figures represent differences between net gain scores.

Net Difference of Opinions* (of American Life)
Based on Exposure to American Commercial Media or Americans

Areas of American Life:	Only American		German Visitors to the U.S. +		USIS Media +		German Visitors to the U.S., USIS Media +		Excess Favors	
	Ameri- cans	Commercial Media	Ameri- cans	Commercial Media	Ameri- cans	Commercial Media	Ameri- cans	Commercial Media	Ameri- cans	Commercial Media
Education	32		3			18	5		52	
Political Life	3		7		9		9	22		
Social Problems	7		14			11	12		16	
Social Services	27			5	1		10		41	
Employer/Employee Relations	1			1	16		1	17		
Religious Life	27		7		17		10		13	
Family Life	16		36			15	2	7		
Way of Life	31		42			4	9	16		
Cultural Life	23			16		15	7		15	
Press, Radio, Television	27		16			10	-		21	
Economy, Industry, Technology	4			9	4		7		16	
Agriculture	10		15		7		1			
								11		(American
								73 -	174 = 101	(Commercial
										(Media

* Figures represent differences between net gain scores.



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